DOCUMENT RESUME

ED 205 693 CE 029 603

AUTHOR	Foster, Phillip R., Comp.
TITLE	Resource Guide to Competency-Based Vocational Education: Distributive Education.
INSTITUTION	Maryland Vocational Curriculum Research and Development Center, College Park.
SPONS AGENCY	Maryland State Dept. of Education, Baltimore. Div. of Vocational-Technical Education.
PUB DATE	80
NOTE	149p.: For related documents see CE 029 603, ED 133 459, and ED 176 076.
AVAILABLE FROM	The Maryland Vocational Curriculum Production Project, Western Maryland Vocational Resource Center. P.O. Box 5448, McMullen Highway, Cresaptown, MD 21502.
EDRS PRICE	MF01/PC06 Plus Postage.
DESCRIPTORS	Abstracts: Advertising: Annotated Bibliographies: *Audiovisual Aids: Behavioral Objectives: Business Administration: Communication (Thought Transfer): *Competency Based Education: *Distributive Education: Educational Resources: Elementary Secondary Education: Fashion Industry: Human Relations: Instructional Innovation: *Instructional Materials: Job Skills: *Marketing: Mathematics: Merchandising: *Occupational Information: Periodicals: Postsecondary Education: Professional Associations: Resource Materials: Salesmanship: Sales Workers: Supervisory Training: Tests: Unions

ABSTRACT

This resource guide for classroom teachers contains annotations of resources representing recent instructional development in competency-based education for distributive education. It is also intended to assist curriculum specialists, administrators, and supervisors in development of performance-based instructional programs. The guide is divided into three sections. The first provides occupational information for use as reference material in developing instructional materials, student career information, and guidance information. Section 2 contains descriptions of two categories of curriculum resources--print and nonprint materials. Printed instructional materials include curriculum guides, course outlines, learning activity packages, task analyses, occupational inventories, student manuals, performance objectives, and tests. Nonprint materials include 16mm films, filmstrips, filmloops, slides, and transparencies. Each of the two sections is divided into ten subject areas: Selling, Human Relations, Advertising, Mathematics, Communications, Display, Merchandising/Marketing/Distribution, Management, Fashion, and General. Each reference provides the following information: title, publisher or source with address, annotation, number of pages or length, and cost. A listing and description of periodicals related to health occupations is also provided. The guide's third section lists names and addresses of trade and professional organizations. (YLB)

ED205693

Resource Guide to
Competency-Based Vocational Education:
DISTRIBUTIVE EDUCATION

Compiled by:

Phillip R. Foster

1980

MARYLAND VOCATIONAL CURRICULUM
RESEARCH AND DEVELOPMENT CENTER
Department of Industrial Education
University of Maryland
College Park, Maryland 20742

CE 029 603

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This publication has been reviewed in compliance with Title IX of the Educational Amendments of 1972 and Public Law 94-482, Title II of the Vocational Education Amendments of 1976 for the elimination of sex bias, sex discrimination, and sex-role stereotyping.

TABLE OF CONTENTS

INTRODUCTION 1

OCCUPATIONAL INFORMATION 4

CURRICULUM RESOURCES 12

PRINTED MATERIALS 13
    Selling 14
    Human Relations 29
    Advertising 33
    Mathematics 39
    Communications 41
    Display 43
    Merchandising/Marketing/Distribution 45
    Management 57
    Fashion 63
    General 66

NON-PRINT MATERIALS 80
    Selling 81
    Human Relations 92
    Advertising 96
    Mathematics 99
    Communications 100
    Display 102
    Merchandising/Marketing/Distribution 104
    Management 114
    Fashion 120
    General 122

PERIODICALS AND JOURNALS 137

TRADE AND PROFESSIONAL ORGANIZATIONS 143

INTRODUCTION

WHAT TO TEACH?

A perennial problem in curriculum development is the determination of what should be taught. This problem has a direct impact on everyday classroom instruction. In vocational education, this problem takes on an added dimension. If an occupational field were to remain stabilized in terms of invention, technique, and specialization, few changes would be anticipated and the instructional development process would be greatly simplified. However, most occupational fields are experiencing rapid and continual change.

UPGRADING

It is not enough to simply identify and select for inclusion in the instructional program the skill and knowledge a worker has needed in the past. The rapid pace of technical and occupational change necessitates frequent upgrading and restructuring of the instructional program. In order for occupational education to be relevant, it is necessary for the classroom teacher to base instruction on the actual skills, knowledge, and attitudes that are currently needed on the job.

CURRENT, VALID INFORMATION

This publication is designed to assist the classroom teacher in keeping abreast of the most recent instructional developments in the field. The information included is current, and has been identified and validated by practitioners in the field.

Not only is it important for vocational educators to keep abreast of the technical progress of their field of study, but they should also know about current developments in design. Included in this guide are new developments in instructional technology that would be useful for an instructor to examine.

The resource guide, which is area-specific, is accompanied by a separate common core of materials for implementing CBVE programs. This common core can be used in conjunction with any or all of the different resource guides. The resource

RESOURCE GUIDE

guide is divided into three sections. The first includes occupational information which can be used to complement technical instruction and as a source of guidance information. The second section is a listing of a variety of annotated curriculum materials including guides, learning activity packages, course outlines, books, transparencies, films and filmstrips. Finally, the names and addresses of trade and professional organizations are included in the last section.

COMMON CORE

The common core is also organized into three sections. The first section describes how to develop a competency-based instructional program. A listing of general resources which would be useful in developing a CBVE program appears in the second section. Finally, a description of the information resources within Maryland and the nation is provided in the section on curriculum support services.

There are a number of practical points which the individual should keep in mind when using this guide:

EXAMINE EXISTING MATERIALS

1. Every effort should be made to collect and examine existing curriculum materials. Not only can a great deal of duplication of effort be avoided by utilizing existing information, but an understanding of the current state-of-the-art provides a solid foundation on which to structure program development.

ON-GOING CURRICULUM DEVELOPMENT

2. Curriculum development should be considered an on-going process, not a one-time effort. This process can be simplified by using a systematic approach for developing and evaluating the instructional program. Many of the curriculum resources in this guide have successfully been developed through the use of systems approaches. A proposed instructional systems approach is discussed in the next section.

COMMITTEES

3. It is suggested that curriculum development be approached through the use of committees. Committees can provide a forum for discussion

and a means of obtaining feedback on ideas. In addition, the work load can be shared among the members of the committee.

RESOURCE CENTER

4. Finally, a curriculum resource center can be a useful tool in curriculum development. It is advantageous to establish a center which can serve as both a central place to collect curriculum materials and as a convenient place to work. If personnel, funds, and other resources make a school-based center unreasonable, there are resources in Maryland and nationwide which educators are encouraged to use. These resources are listed in the Curriculum Support Services Section of the common core.

SUMMARY

In summary, the overall purpose of this guide is to help facilitate the important task of program development and upgrading. The teacher is provided with information about resources materials which can be examined, selected, and integrated into the instructional program. In addition, the resources annotated should also assist curriculum specialists, administrators, and supervisors in the development of competency-based instructional programs.

OCCUPATIONAL INFORMATION

The occupational information in this section can be useful to the classroom teacher in the following ways:

REFERENCE INFORMATION

1) It can serve as a source of reference information from which instructional materials can be developed.

CAREER INFORMATION

2) It can provide career information to students.

COURSE DESCRIPTION MATERIALS

3) It can be used to develop public relations and course description materials for use by guidance counselors, parents, and other interested individuals.

CAREER EDUCATION

With today's emphasis on career awareness and specialization, vocational teachers should be well informed about the career opportunites in their particular field. Teachers should convey to their students the qualifications, working conditions, employment outlook, required job-entry skills, and other career-related information of the occupation. It is not enough to leave the vital career facts of an occupational field to chance exposure.

The material that follows provides basic information that instructors can use to convey an understanding of different occupational aspects of distributive occupations. The information was taken from the Occupational Outlook Handbook. This information should be supplemented with field trips, guest lectures, career days, and other occupational and guidance information.

PUBLIC INFORMATION

The information in this section can also be used to develop materials for an area that is often overlooked, namely, public information. Students often like to know about a field of study before they take courses. Parents want to know about the occupational opportunities available to their children. School counselors are required to provide current occupational information to students. The information in this section can be used to develop such descriptive materials in the form of booklets, course descriptions, and career information sheets.

DISTRIBUTIVE EDUCATION

ADVERTISING WORKERS

(D.O.T. 050.088; 132.088;
141.081 and .168; 162.158; and
164.068 through .168)

Nature of the Work

Almost every business does some form of advertising to pursuade people to buy its products or use its services. A wide variety of workers in many industries create and produce advertisements, or make arrangements for them to be broadcast on radio and television or published in newspapers and magazines. The following occupations are those most commonly associated with advertising.

Advertising managers direct the advertising program of the businesses for which they work. They determine the size of the advertising budget, the type of ads and media to be used, and the advertising agency, if any, that will be employed. Managers who decide to employ an agency work closely with the account executives assigned to their firms. They also may supervise the preparation of pamphlets, brochures, or other materials developed to promote the firm's products or services. Advertising managers working for newspapers, radio stations, and other communications media have somewhat different duties. They are responsible for selling advertising time or space, and their work is similar to that of sales managers in other businesses.

Account executives are employed by advertising agencies to develop advertising programs for clients. They study the client's sales, public image, and advertising problems and create a program that meets the client's approval. In most agencies, the actual artwork and slogans are developed by artists and copywriters, but in some small agencies, account executives are responsible for this aspect of the job. Account executives may be supervised by account supervisors; usually, however, they report directly to agency heads.

Research directors and their assistants study the market for the product or service being sold. They review its possible uses, advantages or disadvantages compared to those of competitors, and ways of reaching potential buyers. These workers may survey buying habits and motives of customers, or try out sample advertisements to find the selling theme or medium that best sells the product. (See the statement on Marketing Research Workers for more information on this occupation.)

Advertising copywriters develop the slogans and text to be used in the ads. By studying information about the product and its potential customers, they are able to write copy aimed at the particular group of customers the advertiser seeks to attract. They may specialize in writing copy for certain groups, such as business managers, teenagers, or sports lovers, or for a class of products, such as cars or computer equipment. Copywriters usually work closely with account executives. In some agencies they may be supervised by copy chiefs.

Artists and *layout workers* create the visual impact of an advertisement by selecting photographs, drawing symbols or figures, and selecting the size or type of print to be used in a magazine or newspaper ad. When television commercials are planned, they usually sketch sample scenes for the client to consider. (See the statements on Commercial Artists and Photographers for more information on this type of work.)

Media directors (or *space buyers* and *time buyers*) negotiate contracts for advertising space or air time. They determine, for example, the day and time when a television commercial would reach the largest group of prospective buyers at the least cost. To select the best medium for the advertiser, they must know the costs of using various media and the characteristics of the audience that would be reached by specific publications or television stations.

Production managers and their assistants arrange to have the ad printed for publication or filmed for television use. They must know which firms or freelance workers will be able to produce the best ad for the least cost.

Places of Employment

In 1974, about 170,000 people worked in jobs requiring considerable knowledge of advertising. More than one-third were employed in advertising agencies, largely concentrated in New York City and Chicago.

The rest worked for a variety of firms and industries. Many advertising workers are employed directly by organizations with products or services to sell, such as manufacturers and retail stores. Others work for television or radio stations, newspapers, and magazines and sell air time or space to advertisers. Some work for printers, art studios, and package design firms that help advertisers create their ads.

Training, Other Qualifications, and Advancement

Most employers prefer college graduates who have liberal arts training or majors in advertising, marketing, journalism, or business administration. No particular educational background, however, is equated with success in advertising. Preparing or selling ads for school publications or a summer job with a marketing research service can be helpful experience.

Some large organizations recruit outstanding college graduates for training programs that cover all aspects of advertising work. Some beginners start as research or production assistants or as space or time buyers. A few begin as junior copywriters.

Many advertising jobs require imagination, creativity, and a flair for language. Persons interested in becoming advertising managers, account executives, media buyers, and production managers must be able to get along well with people and be able to sell their ideas. Research directors and their assistants must have an understanding of human behavior. Creativity is especially important to artists, layout workers, and account executives. Advertising workers must be able to accept criticism of their work and be able to function as part of a team.

Copywriters and account executives may advance to more responsible work in their specialties, or to managerial jobs, if they demonstrate ability in dealing with clients. Some who are especially capable may become partners in an existing agency, or establish their own.

Employment Outlook

Employment of advertising workers is expected to increase about as fast as the average for all occupations through the mid-1980's, as the growing number of consumer goods and increasing competition in some product or service markets cause advertising expenditures to rise. Employment in these occupations is strongly affected by general business conditions because firms expand or contract their advertising budgets according to their financial success. Although opportunities should be favorable for highly qualified applicants, others seeking entry jobs will face keen competition because many persons are attracted to the field. Most openings will result from the need to replace workers who die, retire, or leave the occupation for other reasons.

Earnings and Working Conditions

According to the limited information available, annual salaries for beginning advertising workers with bachelor's degrees ranged from $8,000 to $10,000 in 1974. The higher starting salaries, generally were paid by the largest firms or advertising agencies to outstanding applicants.

Salaries of experienced advertising workers employed by agencies varied by size of firm and type of job. For example, account executives averaged $18,000 to $25,000 a year and media directors, $20,000, according to limited information. Copywriters' salaries ranged from $15,000 for beginners to as much as $50,000 for those having print and television experience.

People in advertising work under great pressure. They are expected to produce quality ads in as short a time as possible. Sometimes they must work long or irregular hours in order to meet deadlines or make last-minute changes. Account executives, copywriters, and layout workers may become frustrated by a client's inability to define the type of ad he or she wants for a product.

Advertising can be a satisfying career for persons who enjoy variety, excitement, creative challenges, and competition. Unlike workers in many other occupations, advertising workers experience the satisfaction of having their work in print, on television, or on radio, even though they remain unknown to the public at large.

Sources of Additional Information

Information on advertising agencies and the careers they offer is available from:

American Association of Advertising Agencies, 200 Park Ave. New York, N.Y. 10017.

For a list of schools that provide training in advertising, contact:

American Advertising Federation, 1225 Connecticut Ave. NW., Washington, D.C. 20036.

BUYERS

(D.O.T. 162.158 and 185.168)

Nature of the Work

Buyers determine which products are on display in retail stores. Although all buyers seek to satisfy their stores' customers and sell at a profit, the kind and variety of goods they purchase depend on the store where they work. A buyer for a small clothing store, for example, may purchase its complete stock of merchandise from sportswear to formal evening clothes. Buyers who work for larger retail businesses often handle one or a few related lines of goods, such as men's wear, ladies' sportswear, or children's toys. Some, known as *foreign buyers*, purchase merchandise outside the United States.

In order to purchase the best selection of goods for their stores, buyers must be familiar with the manufacturers and distributors who handle the merchandise they need. They also must keep informed about changes in existing products and the development of new ones. To learn about merchandise, buyers attend fashion and trade shows and visit manufacturers' showrooms. They usually order goods during buying trips, and also place orders with wholesale and manufacturers' salesworkers who call on them to display their merchandise.

Buyers must be able to assess the resale value of goods after a brief inspection and make a purchase decision quickly. They are aware of their stores' profit margins and try to select merchandise that will sell quickly at well above the original cost. Since most buyers work within a limited budget, they must plan their purchases to keep needed items always in stock but also allow for unexpected purchases when a "good buy" presents itself.

Because buyers purchase merchandise for their firms to resell (unlike purchasing agents who buy goods for direct use by the firm—see the statement on Purchasing Agents elsewhere in the *Handbook*), they must know what motivates customers to buy. Before ordering a particular line of merchandise, buyers study market research reports and analyze past sales records to determine what products are currently in demand. They also confer with assistant buyers and sales clerks whose daily contact with customers furnishes information about consumer likes and dislikes. In addition, buyers read fashion and trade magazines to keep abreast of style and manufacturing trends; follow ads in newspapers and other media to check retail competitors' sales activities; and watch general economic conditions to anticipate consumer buying patterns.

Merchandise managers (D.O.T. 185.168) plan and coordinate buying and selling activities for large and medium-sized stores. They divide the budget among buyers, decide how much merchandise to stock, and assign each buyer to purchase certain goods. Merchandise managers may review buying decisions to insure that needed categories of goods are in stock, and help buyers to set general pricing guidelines.

Buyers and merchandise managers usually have very busy schedules and deal with many different people in the course of a day. They work with manufacturers' representatives, other store personnel including store executives and salesworkers, and customers. Assisting with sales promotions and creating enthusiasm among sales personnel are part of the buyer's job, and he or she may be asked to provide information such as dress sizes and product descriptions to the advertising department for a sales promotion, or to meet with floor salesworkers before a new line of merchandise is introduced. Some buyers direct assistants who handle routine aspects of purchasing such as verifying shipments; others supervise department managers.

Some buyers represent large stores or chains in cities where many manufacturers are located. The duties of these "market representatives" vary by employer; some purchase goods, while others supply information and arrange for store buyers to meet with manufacturers when they are in town.

Places of Employment

In 1974, almost 110,000 buyers and merchandise managers worked for retail firms—half of them for clothing and general department stores.

About 2 out of every 5 people in the occupation were women.

Although jobs for buyers are found in all parts of the country, most jobs are in major metropolitan areas were retail stores are concentrated. Market representatives work for buying offices in major market areas such as New York, Chicago, and Dallas.

Training, Other Qualifications, and Advancement

A job which traditionally has attracted career-minded people, buying offers good opportunities to begin a career in merchandising.

Most retail stores prefer college or junior college graduates for buying jobs. Courses in merchandising or marketing may help in getting a first job, but most employers accept graduates in any field of study and train them on the job. Promising salesworkers sometimes are considered for promotion to jobs at the management level, and begin as assistant buyers.

Many stores have formal training programs for all management or executive trainees, including buyers. These programs usually last from 6 to 8 months and combine classroom instruction in merchandising and purchasing with short rotations to various jobs in the store. This training introduces the new worker to store operations and policies, and provides the fundamentals of merchandising and management as well.

The trainee's first job is likely to be that of assistant buyer. The duties include supervising salesworkers, checking invoices on material received, and keeping account of stock on hand. Assistant buyers gradually assume purchasing responsibilities, depending upon their individual abilities and the size of the department where they work. Training as an assistant buyer usually lasts about a year. After about 5 years of working as a buyer, those who show exceptional ability may advance to merchandise manager. A few find further promotion to top executive jobs such as general merchandise manager for a retail store or chain. The length of time it takes to reach any of these levels depends not just on the individual's ability but on the store's need for management personnel. The faster growing the company, the more opportunity there is for a worker to acquire responsibility.

Buyers should be good at planning and decisionmaking and have an interest in merchandising. They need leadership ability and communications skills to supervise salesworkers and assistant buyers and to deal effectively with manufacturers' representatives and store executives. Because of the fast pace and constant pressure of their work, buyers need physical stamina and emotional stability.

Employment Outlook

Employment of buyers is expected to grow faster than the average for all occupations through the mid-1980's, as retail stores seek to promote sales by offering their customers a broader selection of goods. In addition to opportunities created by this growth, many job openings will arise each year from the need to replace workers who leave the occupation. Competition for these jobs is expected to be keen, for merchandising attracts large numbers of college graduates every year. Prospects are likely to be best for qualified applicants who enjoy the competitive nature of retailing, and work best in a demanding, fast-paced job.

Employment of buyers will grow as retailers put greater emphasis on the selection, display, and promotion of the goods they have for sale. This is likely to spur demand for buyers with the professional expertise to discover new sources of merchandise and select goods that will appeal to customers and make a profit for the retailer. The demand for astute buyers and merchandise managers will grow even though chain stores and other large firms are centralizing their purchasing functions and turning to the computer for routine buying and for compiling and tabulating data on past sales.

Earnings and Working Conditions

Newly hired buyers who were college graduates started at $8,300 to $9,000 a year in 1974. Some who showed unusual promise started at annual salaries of $12,000 or more.

Earnings, which frequently include a bonus in addition to regular salary, vary according to the sales volume of the store and the type of merchandise purchased. Buyers in single-store companies with yearly sales of $5-15 million earned about $10,500 in 1974; merchandise managers in these stores averaged nearly $24,000.

Buyers for discount department stores and other mass merchandising firms are among the most highly paid in the industry. Those working for mass merchandising firms with annual sales of $40-400 million earned over $21,000 in 1974, while merchandise managers earned about $36,000. A 1972 survey conducted by the Mass Retailing Institute shows that in firms with annual sales of $4 million or more, average earnings for buyers ranged from about $16,000 to $24,000, depending on the type of merchandise purchased; most buyers earned between $19,000 and $21,000. Merchandise managers made considerably more.

Buyers regulate their own hours, and often work more than 40 hours a week because of sales, conferences, and travel. The amount of traveling a buyer does varies with the type of merchandise bought and the location of suppliers, but most spend 4 or 5 days a month on the road. Merchandise managers also travel frequently, averaging several trips a month in many cases.

Sources of Additional Information

General information about a career in retailing is available from:

National Retail Merchants Association, 100 West 31st St., New York, N.Y. 10001.

Mass Retailing Institute, 570 Seventh Ave., New York, N.Y. 10018.

MANUFACTURERS' SALESWORKERS

(D.O.T. 260. through 298.458)

Nature of the Work

Practically all manufacturers—whether they make computers or can openers—employ salesworkers. Manufacturers' salesworkers sell mainly to other businesses—factories, railroads, banks, wholesalers, and retailers. They also sell to hospitals, schools, libraries, and other institutions.

Most manufacturers' salesworkers sell nontechnical products. They must be well informed about their firms' products and also about the special requirements of their customers. When salesworkers visit firms in their territory, they use an approach adapted to the particular line of merchandise. A salesworker who handles crackers or cookies, for example, emphasizes the wholesomeness, attractive packaging, and variety of these products. Sometimes salesworkers promote their products by displays in hotels and conferences with wholesalers and other customers.

Salesworkers who deal in highly technical products, such as electronic equipment, often are called sales engineers or industrial salesworkers. In addition to having a thorough knowledge of their firms' products, they must be able to help prospective buyers with technical problems. For example, they may try to determine the proper materials and equipment for a firm's manufacturing process. They then present this information to company officials and try to negotiate a sale. Often, sales engineers work with the research-and-development departments of their own companies to devise ways to adapt products to a customer's specialized needs. Salesworkers who handle technical products sometimes train their customers' employees in the operation and maintenance of new equipment, and make frequent return visits to be certain that it is giving the desired service.

Although manufacturers salesworkers spend most of their time visiting prospective customers, they also do paperwork including reports on sales prospects or customers' credit ratings. In addition, they must plan their work schedules, draw up lists of prospects, make appointments, handle some correspondence, and study literature relating to their products.

Places of Employment

Almost 380,000 people—10 percent of them women—were manufacturers' salesworkers in 1974. About 21,000 were sales engineers. Some work out of home offices, often located at manufacturing plants. The majority, however, work out of branch offices, usually in big cities near prospective customers.

More salesworkers are employed by companies that produce food products than by any other industry. Large numbers also work in the printing and publishing, chemicals, fabricated metal products, and electrical and other machinery industries. Most sales engineers work for companies that produce heavy machinery, transportation equipment, fabricated metal products, and professional and scientific instruments.

Training, Other Qualifications, and Advancement

Although high school graduates can be successful manufacturers' salesworkers, college graduates are preferred as trainees.

Manufacturers of nontechnical products often hire college graduates who have a degree in liberal arts or business administration. Some positions, however, require specialized training. Drug Salesworkers usually need training at a college of pharmacy. Manufacturers of electrical equipment, heavy machinery, and some types of chemicals prefer to hire college-trained engineers or chemists. (Information on chemists, engineers, and others with the technical training suitable for work as manufacturers' salesworkers is given elsewhere in the *Handbook*.)

Beginning salesworkers take specialized training before they start on the job. Some companies, especially those that manufacture complex technical products, have formal training programs that last 2 years or longer. In some of these programs, trainees rotate among jobs in several departments of the plant and office to learn all phases of production, installation, and distribution of the product. Other trainees take formal class instruction at the plant, followed by on-the-job training in a branch office under the supervision of field sales managers.

A pleasant personality and appearance, and the ability to meet and get along well with many types of people are important. Because salesworkers may have to walk or stand for long periods or carry product samples, some physical stamina is necessary. As in most selling jobs, arithmetic skills are an asset.

Sales representatives who have good sales records and leadership ability may advance to sales supervisors, branch managers, or district managers. Those with managerial ability eventually may advance to sales manager or other executive positions; many top executive jobs in industry are filled by people who started as salesworkers.

Because of frequent contact with business people in other firms, salesworkers often transfer to other jobs. Some go into business for themselves as manufacturers' agents selling similar products of several manufacturers. Other experienced salesworkers find opportunities in advertising and marketing research.

Employment Outlook

Persons with sales ability should find the best opportunities for jobs as manufacturers' salesworkers over the next 10 years. Although thousands of sales openings will arise each year because of employment growth and the need to replace experienced workers who leave their jobs, manufacturers are expected to be selective in hiring. They will look for ambitious people who are well trained and temperamentally suited for the job.

Employment growth in this field is expected to be slower than the average for all occupations, chiefly because of the trend toward wholesale distribution. Some growth will occur, however, because of the rising demand for technical products and the resulting need for trained salesworkers. In addition, industrial firms, chain stores, and institutions that purchase large quantities of goods at one time frequently buy directly from the manufacturer. The need for salesworkers will increase as manufacturers emphasize sales activities to compete for the growing number of these valuable accounts.

Earnings and Working Conditions

According to the limited information available, salaries for beginning salesworkers averaged about $9,000 a year in 1974, exclusive of commissions and bonuses. The highest starting salaries generally were paid by manufacturers of electrical and electronic equipment, construction materials, hardware and tools, and scientific and precision instruments.

Some manufacturing concerns pay experienced salesworkers a straight commission, based on their dollar amount of sales; others pay a fixed salary. The majority, however, use a combination of salary and commission, salary and bonus, or salary, commission, and bonus. Commissions vary according to the salesworkers' efforts and ability, the commission rate, location of their sales territory, and the type of product sold. Bonus payments may depend on individual performance, on performance of all salesworkers in the group or district, or on the company's sales. Some firms pay annual bonuses; others offer bonuses as incentive payments on a quarterly or monthly basis. In general, the earnings of manufacturers' salesworkers are higher than the average for all nonsupervisory workers in private industry, except farming.

Some manufacturers' salesworkers have large territories and do considerable traveling. Others usually work in the neighborhood of their "home base." When on business trips, salesworkers are reimbursed for expenses such as transportation and hotels. Some companies provide a car or pay a mileage allowance to salesworkers who use their own cars.

Manufacturers' salesworkers call at the time most convenient to customers and may have to travel at night or on weekends. Frequently, they spend evenings writing reports. However, some plan their schedules for time off when they want it. Most salesworkers who are not paid a straight commission receive 2 to 4 weeks' paid vacation, depending on their length of service. They usually share in company benefits, including life insurance, pensions, and hospital, surgical and medical benefits.

Sources of Additional Information

For more information on the occupation of manufacturers' salesworker, write:

Sales and Marketing Executives International, Student Education Division, 380 Lexington Ave., New York, N.Y. 10017.

WHOLESALE TRADE SALESWORKERS

(D.O.T. 260. through 289.458)

Nature of the Work

Salesworkers in wholesale trade play an important role in moving goods from the factory to the consumer. Each salesworker may represent a wholesaler that distributes hundreds of similar products. A wholesale drug company, for example, may stock its warehouse with many brands of drugs, soap, and cosmetics to supply stores that sell directly to the consumer. Likewise, a wholesale building materials distributor sells hardware and construction materials to builders who would otherwise have to deal with many manufacturers.

At regular intervals, salesworkers visit buyers for retail, industrial, and commercial firms, as well as buyers for institutions such as schools and hospitals. They show samples, pictures, or catalogs that list the items which their company stocks. Salesworkers seldom urge customers to purchase any particular product, since they handle a large number of items. Instead, they offer prompt, dependable service so buyers will become regular customers.

Wholesale salesworkers perform many important services, such as checking the store's stock and ordering items that will be needed before the next visit. Some wholesale salesworkers help store personnel improve and update systems for ordering and inventory. In addition, they often advise retailers about advertising, pricing, and arranging window and counter displays. A salesworker who handles specialized products, such as air-conditioning equipment, may give technical assistance on installation and maintenance.

Salesworkers do some recordkeeping and attend to other details. They must forward orders to their wholesale houses, prepare reports and expense accounts, plan work schedules, draw up lists of prospects, make appointments, and study literature relating to their products. Some collect money for their companies.

Places of Employment

About 770,000 persons were employed as wholesale salesworkers in 1974. Wholesale houses usually are located in cities, but salesworkers may be assigned territories in any part of the country. Their territory may cover a small section of a city having many retail stores and industrial users; in less populated regions it may cover half a State or more.

Firms selling machinery and building materials to industrial and business users are leading employers of wholesale salesworkers. Other large employers are companies that sell food products. Wholesalers dealing in drugs, dry goods and apparel, motor vehicle equipment, and electrical appliances employ many salesworkers as well.

Training, Other Qualifications, and Advancement

In hiring trainees for sales work, most wholesalers seek people who are neat, outgoing, self-confident, enthusiastic about the job, and understanding of human nature. As in most selling jobs, skills in arithmetic and a good memory are assets. High school graduation is usually required, although many companies prefer applicants who have specialized training beyond high school. An engineering degree may be required to sell scientific and technical products.

Newly hired salesworkers who are college graduates usually participate in formal training programs that combine classroom instruction and short rotations in various nonselling jobs. By working a few weeks in the wholesaler's warehouse, a new employee may gain first-hand experience in writing orders, pricing, and locating stock. Through cooperative programs, some college students combine academic study and on-the-job experience. Graduates with this background often begin outside saleswork without further training.

High school graduates may begin a career with a wholesale firm in a nonselling job or be hired as a sales trainee. In either case, beginners usually work in several kinds of nonselling jobs before being assigned to sales. They may start in the stockroom or shipping department to become familiar with the thousands of items the wholesaler carries. Later they may learn the prices of articles and discount rates for goods sold in quantities. Next, they are likely to work on "inside" sales, and write telephone orders. Later, as they accompany an experienced salesworker on calls, trainees come to know some of the firm's customers. The time spent in these initial jobs varies among companies, but usually it take 2 years or longer to prepare trainees for outside selling.

Experienced salesworkers who have leadership qualities and sales ability may advance to supervisor, sales manager, or other executive positions.

Employment Outlook

Employment opportunities for salesworkers in wholesale trade are expected to be good. In addition to new positions created by growth, many openings will stem from turnover, which is fairly high in this occupation. A person's success in selling greatly depends on his or her ability to locate new customers and persuade them to buy. A number of new salesworkers find they are not suited to the competitive nature of selling and leave the occupation.

The number of wholesale salesworkers is expected to grow about as fast as the average for all occupations through the mid-1980's. Businesses and institutions will require a wide variety of products for their own use and for eventual resale. Although many large purchasers and others who require highly specialized products will buy directly from manufacturers, the majority of transactions will involve the wholesale distributor.

As chain stores and other large firms centralize purchasing activities, the value of the sales made to individual customers becomes larger and competition for sales correspondingly greater. Wholesalers can be expected to meet this competition by emphasizing customer services and increasing the size of their sales forces.

Earnings and Working Conditions

According to limited information, most beginning salesworkers earned around $9,000 a year in 1974. Experienced salesworkers earned considerably more. Since commissions often make up a large proportion of the salesworker's income, earnings vary widely in this occupation. In general, wholesale salesworkers' earnings are much higher than those of nonsupervisory workers in private industry, except farming.

Most employers pay a salary plus a percentage commission on sales; others pay a straight commission. Although most wholesale salesworkers have steady, year-round work, sales (and commissions) vary because demand for some products—for example, air-conditioning—is greater during certain seasons. To provide salesworkers with a steady income, many companies pay experienced personnel a "draw" against annual commissions. Most companies furnish cars or allowances for cars and reimbursements for certain expenses on the road.

Salesworkers often have long, irregular work hours. Although they call on customers during business hours, they may travel at night or on weekends to meet their schedule. However, most salesworkers seldom are away from home for more than a few days at a time. They may spend evenings writing reports and orders, may carry heavy catalogs and sample cases, and be on their feet for long periods.

Depending on length of service, most salesworkers have a 2- to 4-week paid vacation. Many are covered by company benefits, including health and life insurance and retirement pensions.

Sources of Additional Information

Information on jobs in wholesale selling may be obtained directly from local wholesale houses or from associations of wholesalers in many of the larger cities. If no local association is available, write to:

National Association of Wholesaler-Distributors, 1725 K St. NW., Washington, D.C. 20006.

Sales and Marketing Executives International, Student Education Division, 380 Lexington Ave., New York, N.Y. 1001

CURRICULUM RESOURCES

There has been a recent surge of interest throughout the country in curriculum and instructional materials development. Many guides, course outlines, and other instructional materials have been and are in process of being developed.

SOURCES

The resources in this section have been collected from many sources, including professional organizations, state education departments, federal agencies, schools, curriculum clearinghouses, research organizations, the commercial market, and universities and colleges. The resources represent the most recent developmental efforts. They provide the classroom teacher with the capability of upgrading and restructuring the instructional program.

UPGRADING, RESTRUCTURING

PRICES

It should be noted that the indicated prices are as of 1979 - 1980, and they most likely will increase in the coming years.

PRINTED AND NON-PRINT

The Curriculum Resources section is organized into two categories, printed materials (manuals, curriculum guides, LAP's etc.) and non-print materials (films, filmstrips, slide sets and transparencies).

TEN SUBJECT AREAS

Each of these two categories is divided into ten subject area groupings. The titles of the ten subject areas are: Selling, Human Relations, Advertising, Mathematics, Communications, Display, Merchandising/Marketing/Distribution, Management, Fashion, and General. Typical entries under each subject area include: skills required, responsibilities, innovative procedures and techniques, etc.

PRINTED MATERIALS

The following section contains descriptions of a variety of printed instructional materials, including curriculum guides, course outlines, learning activity packages, task analyses, occupational inventories, student manuals, performance objectives, and tests. The materials can be obtained by writing to the publishers whose addresses appear in each resource listing.

ERIC

Some documents are available through the Educational Resources Information Center (ERIC), while others are available from The Vocational Education Center at The Ohio State University. ERIC publications are indicated by an ED number, while AIM/ARM publications from Ohio State are specified by a VT number. Both ERIC and AIM/ARM documents can be obtained either in a microfiche (film) or hard (paper) copy.

SELLING

APPAREL AND ACCESSORIES

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

This text-workbook enables students to master the skills necessary for jobs in the apparel and accessory industry. By performing the many activities in the text-workbook, students prepare for such jobs as: salesperson, assistant buyer, buyer and fashion coordinator.

Contents: INTRODUCTION. Overview of the Appareal and Accessory Industry. BASIC AND SOCIAL SKILLS. Human Relations Skills, Communication Skills, Mathematics Skills. PRODUCT TECHNOLOGY. Textiles and Fabrics, Women's Wear, Men's Wear, Infant's and Children's Wear, Shoes, Accessories. MARKETING SKILLS. Buying and Pricing, Physical Distribution, Sales Promotion: Advertising, Sales Promotion: Display, Selling, Management and Administration

40905-6, Text-Workbook, 1979, 256 pages	$4.02
40904-4, Teacher's Manual and Key	$2.40

APPAREL AND ACCESSORIES CASE STUDIES

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

Sixty-five new case problems based on the competencies identified by National DECA for competitive events for students in the apparel and accessories field. This book contains the case studies for ten curriculum areas (Advertising, Selling, Display, Communications, Merchandising, etc...) The teacher's page with each case study identifies the competencies covered and the suggested solution. It also indicates where additional materials can be found related to the case study for further assistance using the IDECC System.

A-D2, 140 pages, 1976 $4.00

THE ART OF HOME FURNISHING

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

An unusual approach to learning the product and service technology necessary for careers in home furnishings, this 300 page book contains handouts on all aspects of decorating and selling furniture and accessories. It contains resources for leading national decorators and company names for information or job opportunities, and illustrations of the many types of fashions in furnishings.

B-B6, 300 pages, 1976 $6.00

AUTO PARTS COUNTERMAN KIT

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Assignment manual contains 36 assignments, 156 pages of technical and sales information pertaining to auto parts wholesaling and retailing counterman training. Complete kit includes assignment manual, answer book, and three trade publications that serve as reference material.

$17.50

BASIC RETAIL CREDIT

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Beginning with a review of credit legislation and regulations of vital importance, the 36 assignments cover effective credit procedures and credit fundamentals with precision and completeness; self-paced for practical study and reference.

Text	$8.50
Answer Book	$3.50

BASIC SALES TECHNIQUES

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Ideas, techniques, and procedures for the beginning trainee who needs fundamental selling know-how that can be applied to any specific product or service; 22 assignments, 90 pages.

Text	$4.50
Answer Book	$2.50

BASIC SELLING

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Begins with Selling - What's in It for Me, setting the stage for instruction on how to sell. Included are sections on preparing yourself to sell, studying the merchandise, studying the customer, and selling from both sides of the counter.

$6.00

BASIC SELLING, 2ND EDITION

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

This updated edition discusses the importance of selling and the steps of the sale. Numerous youth-oriented case studies and examples have been added. And two records that dramatize the basic ideas in selling are included.

Contents: Why Selling Is Important, How a Sale Is Made, Understanding Prospects and Customers, Using Product Knowledge, Beginning the Sale, Making an Effective Demonstration, Overcoming Sales Resistance, Closing the Sale, Building a Sales Personality.

19581-1, Text, 128 pages 1978	$4.11
19582-X, Teacher's Manual and Key	$2.40

BUILDING MATERIALS TECHNOLOGY AND SELLING

Instructional Materials Center
The University of Texas at Austin
Austin, Texas 78712

Product information and specifications for 16 different categories of lumber and building materials. Vital for the trainee in any lumber and building materials dealership or retail outlet; 81 assignments, over 500 pages.

Text	$21.95
Answer Book	$3.50

CASH OR CHARGE

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

A teaching outline designed to train beginning D. E. students to understand and fill out sales checks correctly. The second session deals with the use of bank charges. It includes blank forms and problems for practice.

A-B7, 45 pages, 1973	$3.00

THE CASHIER

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

This text-workbook defines the tasks of cashiers in many types of retail businesses and explores the nature of the work, working conditions, salaries, benefits, employment prospects, and job training. A variety of challenging and realistic exercises appears at the end of each chapter. A key to all these activities is given at the end of the book so that students may check their own progress. Teacher Guide Notes are also available.

10690-8, Text-workbook, 88 pages 1975	$4.47

CHECK CASHING PROCEDURES AND CASH HANDLING CONTROL

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

An excellent training program to train employees about the problems with handling checks in a retail store, including a section on short change artists. This teaching outline also features 30 handouts to be used with the training session.

B-H4, 64 pages, 1972	$3.00

CHECKER - CASHIER

South-Western Publishing Company
5101 Madison Road
Cincinnati, Ohio 45227

This softbound text-workbook is designed to teach personnel the efficient use of the cash register and the importance of developing a favorable store image in the minds of customers. It effectively illustrates and applies a touch system of cash register operation for the mechanical and electronic cash registers based on a set of home keys. There are 8 sections of textual material and 29 related projects, requiring 20-25 class hours to complete.

D31, Text-Workbook	$3.90
D31M, Instructor's Manual	N/A

COOLING AND HEATING EQUIPMENT

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Product information and selling facts on evaporative and refrigerated cooling equipment and gas and electric heating appliances; 17 assignments, 90 pages.

$6.00

CREATIVE MARKDOWN PRACTICES FOR PROFIT

Fairchild Books and Visuals
7 East 12th Street
New York, New York 10003

Studies the reasons for markdowns and shows how they can create new sales possibilities and heighten store traffic. Covers markdown control, planning, strategy, timing, and mathematics. Studies special markdown problems. Includes glossary, sample forms, bibliography.

091-5	$5.95

CREATIVE SELLING, 2ND EDITION

South-Western Publishing Company
5101 Madison Road
Cincinnati, Ohio 45227

This book is designed for persons who are seriously interested in preparing for a successful sales future.

The book is planned to meet varying teaching situations. For an intensive survey course in effective selling, the complete and adequate text material may be covered rapidly. For a more thorough approach to the development of skill in selling, the student should study carefully the text material, answer the end-of-chapter questions and problems and work on solutions to the cases that are also included at the end of each chapter.

S91, Textbook	$7.47
S91M, Instructor's Manual	N/A

CREATIVE SELLING, 2ND EDITION

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

Analyzing the duties and techniques of a professional selling career, the second edition explores topics that relate to the outside salesperson's route, wholesale, and industrial. In addition, it explores the role of the retail salesperson who sells big ticket merchandise. It also features a completely new chapter on how creativity can be applied to selling situations.

Contents: Creativity in Selling, Types of Selling, Creative Retail Selling, Industrial and Wholesale Selling, Special Ways to Sell. Prospecting Techniques. The Art of Self-Management. Analyzing and Improving Sales Performance.

19612-5, Text, 128 pages 1978	$4.11
19613-3, Teacher's Manual and Key	$2.40

CREDIT CARD FRAUD

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This adult training program is designed to train employees on methods for handling this extremely important problem. It is definitely not appropriate for high school use.

B-H5, 60 pages, 1974 $2.50

CREDIT AND COLLECTIONS

South-Western Publishing Company
5101 Madison Road
Cincinnati, Ohio 43210

Fundamental principles and procedures in credit and collections are emphasized in this softbound text-workbook. It consists of 6 sections of textual material followed by 6 sections of projects directly related to the text material and designed to provide a better understanding of credit principles, concepts, procedures, and job activities and responsibilities. It can be used as a basic or supplemental text and project workbook for a class studying credit and collections, for a distributive course for individualized instruction and for small-group study.

DE14, Text-workbook $2.97
DE14M, Instructor's Manual N/A

CREDIT COLLECTION TECHNIQUES AND TERMS

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This course outline was designed to improve adult business management of credit but is equally good for introducing students to collection problems and techniques. It includes 29 pages of handouts and transparency masters including credit forms.

C-H5, 61 pages, 1972 $2.00

CUSTOMERS DON'T BITE: SELLING WITH CONFIDENCE

Fairchild Books and Visuals
7 East 12th Street
New York, New York 10003

Provides the essentials of successful selling as perceived through logic, psychology, and experience. Shows how to prepare for the sale, greet the prospect, get into the sale, demonstrate the product, meet customer objections, close the sale. List one hundred reasons why sales are lost. Ideal for secondary and post-secondary students.

079-6 $6.95

DISHWASHERS AND DISPOSERS

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Information on selling dishwashers, garbage disposers, incinerators, and trash compactors; 12 assignments, 92 pages.

$6.00

DRUGSTORE SELLING AND MERCHANDISING

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Product and selling information for the retail drugstore trainee. Information covers most merchandise lines and includes men's toiletries, cosmetics, perfumes, photographic equipment, and tobaccos; 18 assignments, 143 pages.

Text	$7.50
Answer Book	$2.50

EFFECTIVE RETAIL SALES TECHNIQUES

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This adult training manual presents a teaching outline for a 5-session adult program which is equally adaptable to teaching salesmanship in the high school classroom. It includes a teaching outline, handouts, transparency masters and film reviews for effective retail selling training.

A-H6, 240 pages, 1974 $4.00

EFFECTIVE SELLING: A SHORT COURSE FOR PROFESSIONALS

Thompson-Mitchell & Associates
3384 Peachtree Road, N.E.
Atlanta, Georgia 30326

Teaches how to develop a coherent strategy for sales representatives, with tactical adjustments to suite various situations. Covers managerial and legal aspects of personal selling. Also covers communicating skills needed for successful selling.

Hardbound text $34.95

FARM, HOME, AND GARDEN SUPPLIES

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Technical product information on animal feeds, fertilizers and soil amendments, farm chemicals, and seeds. Designed for the farm, home, and garden supply sales trainee; 44 assignments.

Text, 210 pages	$8.50
Answer Book	$3.00

FINANCE AND CREDIT

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

This text-workbook enables students to master the skills necessary for jobs in the finance and credit industry. By performing the many activities in the text-workbook, students prepare for such jobs as: teller, account collector, credit investigator, credit interviewer, cashier, credit analyst, and loan officer.

Contents: INTRODUCTION TO FINANCE AND CREDIT. Overview of Finance and Credit, Careers in Finance and Credit. TECHNOLOGY AND OPERATIONS IN FINANCE AND CREDIT. Finance and Credit Language and Equipment, Financial Institutions, Retail Credit, Finance and Credit Counseling. BASIC AND SOCIAL SKILLS. Communications, Mathematics, Human Relations. MARKETING AND MANAGEMENT IN FINANCE AND CREDIT. Advertising and Public Relations, Selling, Supervision and Management.

13481-2, Text-Workbook, 192 pages, 1979	$4.02
13482-0, Teacher's Manual and Key	$2.40

FUNDAMENTALS OF SELLING, 10TH EDITION

South-Western Publishing Company
5101 Madison Road
Cincinnati, Ohio 45227

Regardless of vocation, an individual must sell to be successful. This text is designed to develop the qualifications and techniques necessary for success in the field of distribution.

S17, Textbook	$7.47
S171, Study Guides and Projects	$3.09
S173, Tests 1-4 and Examination	$ .45
S17M, Instructor's Manual	N/A

FURNITURE FOR THE HOME

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Designed for students training in home furnishings selling. Covers classifications of furniture; materials used in furniture; upholstery fabrics, padding, and filling materials; furniture styles and periods; why customers buy; and helping customers. Includes an illustrated glossary of furniture terms; 12 assignments.

Text, 145 pages	$7.00
Answer Book	$2.00

GENERAL MERCHANDISE RETAILING

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

This text-workbook enables students to master the skills necessary for jobs in general merchandising. By performing the many activities in the text-workbook, students prepare for such jobs as: salesperson, assistant buyer, buyer, stock clerk, display worker, receiver, checker and marker.

Contents: OVERVIEW. General Merchandising: An Introduction, Careers in General Merchandise Retailing. BASIC AND SOCIAL SKILLS. Communications, Human Relations, Mathematics. PRODUCT TECHNOLOGY. The Need for Product Information, Cosmetics, Tableware, Stationery, Books, and Records, Sporting Goods. MARKETING SKILLS. Sales Promotion: Advertising, Sales Promotion: Display, Selling, Buying and Pricing, Physical Distribution, Management and Administration.

67625-9, Text-Workbook, 224 pages, 1979	$4.02
67626-7, Teacher's Manual and Key	$2.40

HARDWARE KIT

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Four students may work from kit simultaneously. Contains 4 assignment manuals, 16 advanced selling books on all hardware merchandise, selling, advertising, merchandising, and management, plus answer book for the 4 assignment manuals; also suitable for students training in variety store and mass merchandising retailing.

$29.50

HOME ENTERTAINMENT EQUIPMENT

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Selling and product facts on all types of recording equipment, radios, television, and special cabinet features; 11 assignments.

96 pages	$7.50

HOME IMPROVEMENT SELLING

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Information on the techniques and knowledge required for selling home improvement; designed for high school, community college DE students training in home improvement departments, building materials dealerships, subcontractors and contractors who need sales training, and salespeople who need additional help in perfecting their techniques; 24 assignments.

Text, 283 pages	$11.50
Answer Book	$2.00

HOME LAUNDRY EQUIPMENT

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Everything the salesman needs to know about home laundry problems, laundry aids, fabrics and finishes, nonautomatic washers, and dryers; 16 assignments.

132 pages	$7.50

HOW TO SELL FASHION

Fairchild Books and Visuals
7 East 12th Street
New York, New York 10003

Pinpoints fashion requirements at shopping centers, and for the youth market. Shows how to increase the effectiveness of store personnel in selling fashion merchandise. Extensive study of art and copy in retail ads, and how to make the most of display and fixturing, special events, and publicity in promoting fashion merchandise. Photographs offer step-by-step guidance for newspaper ads, tv story boards, and display.

201-2	$10.95

HOW TO SELL FURNITURE

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

Covers profitable sales techniques, winning customer confidence and developing customer loyalty. Deals with different types of furniture, the leisure living boom, man-made materials and super-finishes, credit selling. Features glossary of people, periods, and influences in furniture selling. Also, an illustrated Directory of Furniture Periods.

088-5	$6.95

HOW TO SELL AT RETAIL: TV, APPLIANCES AND HOME IMPROVEMENTS

Fairchild Books and Visuals
7 East 12th Street
New York, New York 10003

Details how to use your personality to influence purchasers, how to sell the "package," how to close your sales, how to best use your working time. Covers home selling, old line department and home furnishings stores, advertising, improving your image. Includes glossary and index.

031-1	$7.95

INDUSTRIAL SALES DECISION-MAKING

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This unit covers 5 major objectives for a student interested in a career in outside sales. Each objective has a pre-test and post-test and an activity in detail for the student learning process. There is also a section of answers for the teacher.

70 pages, 1975	$3.00

INFANT'S AND CHILDREN'S WEAR

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Sales and product information covering every aspect of the infant, toddler, preschool, subteen, and teen departments for girls' and boys' apparel; includes information on Girl and Boy Scout uniforms and equipment; 22 assignments.

Text, 145 pages	$7.00
Answer Book	$2.50

INSURANCE-OCCUPATIONAL ANALYSES

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

Two task analyses which would assist students in learning about the actual responsibilities of an insurance salesperson or an insurance underwriter.

A-B4, 1977	$3.50

INSURANCE-UNDERSTANDING A COMPLEX INDUSTRY

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This unit will assist students who have an interest in the insurance career area and need information and help in occupational choices.

B-B4, 1977	$4.00

JINGLE BELL PRE-CHRISTMAS TRAINING

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

A complete outline of the necessary elements in establishing and teaching a pre-Christmas sales training program. This includes the author's promotional efforts, his teaching outline, many handouts, and suggestions for success.

C-H7, 62 pages, 1971	$2.00

LET'S ANALYZE AND SELL

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

The art of selling is taught by using-role-playing techniques. The parts of a sale are discussed, and student participation through role play follows each unit.

$3.50

LIFE INSURANCE SALES

Vocational Guidance Manuals
620 South Fifth Street
Louisville, Kentucky 40202

Nearly seven out of ten Americans today have life insurance policies, indicating the phenomenal growth in this field. The opportunities, the types of policies, and the qualities needed to become a successful agent are discussed in this penetrating guidebook. It also includes education, training, and an assessment of an agent's potential earnings.

0-89022-006-9, Paperback 118 pages	$2.45

MEN'S FURNISHINGS

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Selling and product information on men's shirts, neckwear, underwear, socks, sleepwear, hats, sweaters, gloves, leather goods, and jewelry; 24 assignments.

Text, 179 pages	$5.50
Answer Book	$3.00

MENSWEAR

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Product and selling information related to men's fashions, including fabrics, weaves, construction features, styling details, fitting, alterations, sportswear, outerwear, and formal wear; 18 assignments.

Text, 95 pages	$7.00
Answer Book	$2.50

PAINT AND WALLPAPER

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Selling and merchandise information related to the paint and wallpaper department; 34 assignments.

Text, 134 pages	$4.50
Answer Book	$2.00

PRINCIPLES OF PERSONAL SELLING

Bobbs-Merrill Educational Publishing
4300 West 62nd Street
P. O. Box 558
Indianapolis, Indiana 46206

A sales training manual for junior executive trainees. Provides role playing situations to speed the learning of best ways to sell. Defines roles of the sales person and personal selling in fashion distribution.

Contents: Retail sales; Salesmanship; Salespeople; Job categories; Salespeople characteristics; Customer psychology; Retail merchandising knowledge; Customer relationships; Sales presentations and approaches; Review questions and student activities.

96052, Text	$5.10
96053, Teacher's Manual	$5.00

PROFESSIONAL SELLING

Business Publications, Inc.
Suite 1121
13773 North Central Expressway
Dallas, Texas 75243

The theme of this text is professionalism in contemporary selling. It is directed toward student needs rather than advocating a particular philosophy of selling. Selling is presented as an important career field in itself, as well as part of the career path for many other positions in business. The important role that women are now playing in personal selling is reflected throughout. Each of the seven major parts begins with a true story of a successful sales personality. Thirty-four case studies show students how to analyze and solve realistic problems. Numerous changes were made to update and improve this edition.

Professional Selling is a complete learning package. Each chapter begins with a list of key points and ends with 20 review questions/discussion questions/exercises, plus two case studies. A glossary is available at the end of the volume.

422 pages, 1979   price unavailable

RANGES AND COOKING UNITS

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Product and selling information on ranges, designs and styles, gas and electric features to consider, electronic cooking equipment, and notes on utensils; 11 assignments.

107 pages $6.50

REAL ESTATE

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

This text-workbook enables students to master the skills necessary for jobs in real estate. By performing the many activities in the text-workbook, students prepare for such jobs as: residential real estate sales associate or broker, appraiser, property manager, and real estate counselor.

15672-[illegible] Text-workbook
17[illegible] pages, 1979 $3.39
15673-5, Teacher's Manual
and Key $2.40

REAL ESTATE SALES AND BROKERAGE: PREPARING FOR THE LICENSING EXAMS

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

This softcover text-workbook prepares applicants for real estate sales' and broker's exams in 50 states by presenting real estate principles at a reading level that's easy to grasp. Complicated real estate forms are illustrated throughout the text. The emphasis is on practice with end of chapter activities including sample exams and mathematical applications in real estate.

Contents: Real Estate, Brokerage, Selling and Advertising, Financing Real Estate, Property Rights, Contracts, Deeds and Mortgages, Leases and Other Instruments, Transfer of Title and Liens, Value and Appraisal, Land Descriptions and Taxes and assessments, Government Regulations, Ethics, License Laws, and Licensing Examinations, Digest of State Real Estate License Laws, Sample Licensing Exams, Glossary.

09040-8, 264 pages, 1975 $13.95
09041-6, Instructor's Manual
and Key $2.40

REFRIGERATORS AND FREEZERS

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Sales facts on helping the consumer select the right style, features, and benefits when buying a refrigerator or home freezer; 13 assignments.

87 pages $6.00

THE RETAIL BUYER

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This 51-page teaching outline will provide a teacher with the necessary materials for a short course in retail buying. In addition to the teaching outline this manual features 14 actual printed transparencies ready to use and a study of the special terminology related to buying.

C-C6 $3.00

RETAIL FLORISTRY SALES AND MERCHANDISING

Instructional Materials Laboratory
ATTN: Eileen Woody, Sales Secretary
10 Industrial Education Building
University of Missouri-Columbia
Columbia, Missouri 65211

This study guide is illustrated and is competency based. Twenty-one assignments on floristry careers, marketing, promotion, selling, special accounts, potted plants, weddings, funerals, giftware, accessories and everything else needed for successful selling and merchandising of flowers. This guide is self-contained.

COE-55-S, 234 pages, 1977	$8.50
COE-55-K, Answer Book	$3.50

RETAILING PRINCIPLES AND PRACTICES, 6TH EDITION

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

With its unique vocational development grid, you can sequence your program to present any or all of the six retail career themes (career development, customer service, selling, operations and management, merchandising, and sales promotion), or you can sequence it to present any or all of the four vocational stages of development (getting a job, adjusting to the job, learning a speciality, and looking ahead to the future). Just pick the approach-theme or stage-and consult the grid to identify appropriate units to use.

52325-8. Text, 520 pages 1974	$9.72
52326-6, Problems and Projects (Units 1-12)	$3.18
52327-4, Problems and Projects (Units 13-24)	$3.18
52328-2, Objective Tests	$1.50
52329-0, Teacher's Manual and Key	$3.60

THE RETAIL SALESPERSON: A PROGRAMMED TEXT, 2ND EDITION

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

This revised and updated second edition is ideally suited for a 12-30 hour adult education program in retailing or marketing.

To help develop the essential skills and knowledge needed for retail selling, the second edition uses an individualized, programmed format that allows each learner to proceed at his or her own pace. Specific sales activities are explored in depth, among them: greeting customers, presenting merchandise, handling objections, closing the sale, suggesting additional merchandise, and selling big ticket merchandise.

The second edition also includes expanded coverage of women's roles in retail selling, new material on the influence of consumerism on buying motives, and discussion of the salesperson's crucial role in preventing shoplifting.

General suggestions for course organization as well as chapter-by-chapter teaching hints are provided in the Instructor's Manual. The manual also contains an extensive bibliography and an objective test with answer key.

26967-X, Text, 128 pages 1979	$4.86
26968-8, Instructor's Manual	$2.40

RETAIL SELLING, 2ND EDITION

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

This text offers students thorough preparation for retail selling. It emphasizes basic skills such as (1) serving customers, (2) stockkeeping, (3) completing sales slips, (4) cashiering, (5) wrapping, (6) maintaining a work station, and (7) selling. It also covers the following topics from the salesperson's viewpoint: buying, advertising, and promotion. The text is job-oriented and written at a basic reading level. Each chapter ends with review questions and assignments for immediate reinforcement. The Lab Manual is correlated with the text and contains numerous forms, such as sales checks, inventory sheets, etc. The Teacher's Manual and Key contains answers to both textbook and workbook, as well as teaching suggestions and an objective test and key.

06371-0, Text, 424 pages 1977	$9.72
06373-7, Laboratory Manual	$4.26
06372-9, Teacher's Manual and Key	$3.16

SALES-CREATIVE AND PROFESSIONAL

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

Use this five session guide to train professional sales personnel in the art of calling on buyers, determining their problems and creating a sales presentation that will effectively solve their problems. This book is an entirely different approach than the retail sales course.

C-I3, 107 pages, 1976 $4.00

SALESMANSHIP, 6TH EDITION

South-Western Publishing Company
5101 Madison Road
Cincinnati, Ohio 45227

The Sixth Edition of SALESMANSHIP supplies both the principles and the techniques of successful selling and encourages creative selling that leads to a mutually profitable relationship between salesperson and customer.

Student activities at the end of each chapter are of 2 types: (1) Discussion Questions designed to test basic understanding of principles, to stimulate discussion and to lead students' thinking beyond the material in the textbook and (2) Cases that feature narratives of sales presentations for critique and sales problems for solution.

S55, Textbook $11.40
S55M, Instructor's Manual N/A

SALESMAN - A SUGGESTED GUIDE FOR A TRAINING COURSE

New Jersey Vocational-Technical
Curriculum Laboratory
Rutgers State University
4103 Kilmer Campus
New Brunswick, New Jersey 08903

The table of contents lists the following units: Selling and the Salesperson; Types of Selling Jobs; Know What You Are Selling; Using Advertising and Sales Promotion in Selling; The Approach; How To Present Merchandise; Sales Resistance; Closing the Sale; Increasing Sales Average; Arithmetic Necessary in Selling; Good Selling is Ethical Selling; and Plan for Continuous Self-Improvement. There are also sections on teaching procedures and facility planning.

DE-165 $3.00

SALES AND MARKETING CAREERS

Vocational Guidance Manuals
620 South Fifth Street
Louisville, Kentucky 40202

This book provides a thorough introduction to professional sales careers for trainees entering the field and for students considering a future in sales occupations. It discusses the many different types of sales positions available in a job force that numbers 5 1/2 million people and the fundamentals of good salesmanship. Illus.

0-89022-216-9, Hardcover, 148 pages $4.95
0-89022-040-9, Paperback $2.95

SALES SCRIPTS

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

The ten top sales demonstrations at Ohio DECA's State Leadership Conference have been put in script form for use in teaching salesmanship in the high school classroom. These outstanding selling situations will provide training and discussion opportunities in the D. E. sales unit.

A-E7, 100 pages, 1974 $3.00

SALES TIPS

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
Columbus, Ohio 43210

A cartoon approach to good sales techniques with 9 separate ideas to improve salesmanship.

C-G4, 1974 $2.00

THE SCHOOL STORE: A RETAIL LABORATORY FOR D.E.

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This step-by-step presentation for planning, developing and running a school store as part of the D. E. curriculum was developed through the joint efforts of Ohio and Michigan coordinators. The manual includes ideas for merchandise, operations, promotions, store policies and record keeping. It recommends school stores as a recruiting tool as well as a teaching vehicle for D. E. classrooms.

C-E7, 100 pages, 1974	$3.50

SEARS RETAIL INDUCTION/COURSE OUTLINE

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This is a special manual developed by a technical workshop committee of Distributive Education coordinators. It is designed for the student who is entering employment with the Sears & Roebuck Company. The 103 page teaching outline is very detailed and specific. A second manual with 51 pages of overhead transparency originals to supplement the unit is included.

B-C7, 1969	$4.00

SELLING

Instructional Materials Laboratory
ATTN: Eileen Woody, Sales Secretary
10 Industrial Education Building
University of Missouri-Columbia
Columbia, Missouri 65211

Teaches the basic skills of salesmanship which are needed by all types of different sales related occupations.

DE-17-I, 254 pages, 1977	$5.00
DE-17-S, Student Materials	$1.50

SELLING FASHION APPAREL

South-Western Publishing Company
5101 Madison Road
Cincinnati, Ohio 45227

This softbound text-workbook consists of 6 sections of text material which give an overview of the world of fashion, describe the salesperson's creative role as a fashion consultant to customers, discuss principles of fashion design and textile, characteristics and present specific techniques for selling women's and men's apparel and accessories. Six sections of projects directly related to the textual material provide meaningful experiences in effective fashion apparel salesmanship. This book can be used as a basic or supplemental text and project workbook for a class studying fashion merchandising or salesmanship, for a distributive course for individualized instruction and for small-group study.

DE15, Text-workbook	$3.90
DE15M, Instructor's Manual	N/A

THE SELLING FUNCTION

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Professional selling, the communication of selling, human behavior in selling, why people buy, using behavioral science, preparation for selling, qualifying the customer, controlling sales resistance, helping customers reach a decision, following through, self-management, and the sales manager's job.

Student's Manual	$5.00
Instructor's Guide	$4.50
Pre-tests and Post-test	$2.50

SELLING MEN'S FASHION

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

Details everything you should know about selling men's wear! Studies where and when men buy clothes, fibers and fabrics as they relate to labelling and customer care requirements, selling the customer. Provides ideas for customer service that will encourage return business. Features definitions of fashion categories and terms; do's and don'ts in display, promotion and advertising; actual sales techniques. Includes glossary.

203-[illegible]	$7.95

SELLING PEOPLE

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Compiled to supply great depth to the study of selling, the entire content of this manual is based on the behavioral sciences of psychology, sociology, and anthropology. Topics include selling - what it is, does, and offers; demonstrations of feature - benefit analysis; understanding yourself and others; psychology of selling; and consumer motivation.

$4.00

SELLING PRINCIPLES AND PRACTICES, 5TH EDITION

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

Specialized topics like outside selling, industrial sales, and route selling are also covered. To make the subject come alive for students, the text provides many illustrations and sales dialogs selected from the sales training manuals of leading companies, as well as end-of-chapter activities that include cases, role playing, and sales demonstrations.

The Student Activity Guide offers a variety of activities, including puzzles and word games that build vocabulary. The Teacher's Manual and Key contains teaching suggestions and a bibliography, a key to the text and workbook exercises, transparency masters, and six objective tests with keys.

19620-6, Text, 480 pages 1980	$8.88
19621-4, Student Activity Guide	$3.33
19622-2, Teacher's Manual and Key (includes tests)	$2.80

SHOE SALES TRAINING KIT

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Contains assignment manual and three pieces of trade reference material on retail shoe sales training, turnover and buying, and merchandise budget control. Answer book not included; must be ordered separately.

Text	$12.00
Answer Book	$2.50

SMALL ELECTRIC APPLIANCES

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Facts, features, and benefits of all types of small electric appliances used in the home; 18 assignments.

97 pages	$6.50

SPORTING GOODS

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Two volumes: Part I: Hunting and Fishing Equipment contains 18 assignments, 179 pages of product and sales information dealing with all types of fishing equipment, guns, and ammunition; Part II: Athletic, Marine, and Camping Equipment contains 18 assignments, 265 pages. Both volumes contain enough information and sales training for the two-year-student. Manuals are not sold separately.

Text	$14.95
Answer Book	$4.00

TELEPHONE TECHNIQUES

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This manual is directed to adult students who wish to learn the businesslike manner of handling different types of phone calls. Telephone personality improvement and selling skills are covered in depth.

A-I5, 72 pages, 1971	$2.50

TEXTBOOK OF SALESMANSHIP, 10TH EDITION

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

Through cases and analysis, it prepares users for productive careers in selling by explaining the selling process from the preparation and approach to the presentation and close. Topics covered include product knowledge; prospecting; the art of persuasion; handling objections; and retail salesmanship. The ethical problems and legal aspects of selling are also discussed. Changes include a new chapter on industrial selling, recognition of the growing role of women in selling and business, and expanded material on sales management. A number of new cases have been added, and experiential exercises are available in the Instructor's Manual.

Contents: Introduction, Selling - Basic Human Behavior, Careers in Selling. PREPARATION FOR SELLING. You, Product Knowledge, Why People Buy, The Selling Process, Prospecting, The Preapproach, The Approach, The Art of Persuasion, The Presentation I, The Presentation II, The Presentation III, Handling Objections I, Handling Objections II, The Close, Servicing Accounts, Retail Salesmanship, Industrial Selling, Ethical Problems in Selling, Philosophies, and Work Habits, The Managerial, Sales Management I, Sales Management II, The Legal Aspects of Selling.

54336-4, Text, 560 pages 1978	$11.96
54337-2, Instructor's Manual	

WHOLESALE SELLING

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

All aspects of selling in the wholesale organization, based on behavioral science approach; advanced level; 16 assignments.

Text, 144 pages	$6.00
Answer Book	$2.00

WOMEN POWER IN TEXTILE AND APPAREL SALES

Fairchild Books and Visuals
7 East 12th Street
New York, New York 10003

This career handbook stresses sales as the route to executive leadership. Focuses on all levels of the textile and apparel industries - fibers, mills, manufacturers, retailers - and studies the nature and politics of corporate advancement. Shows what personal, business and communication skills are necessary for success. Covers frequent alibis for not hiring women, and the success formulas women can use to get and hold top selling jobs. Includes professional and personal problems women face "on the road." Also, understanding what makes a good sales territory, and how to negotiate a fair contract. Features case histories and extensive interviews with successful women sales executives.

199-7	$7.95

WOMEN'S ACCESSORIES KIT

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Contains assignment manual, answer book, and three pieces of trade material on gloves, hosiery, and handbags.

$14.00

WOMEN'S READY-TO-WEAR

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Sales and merchandise information related to fashions, fabrics, and quality features that make selling an art rather than a routine duty, 24 assignments.

Text, 167 pages	$7.50
Answer Book	$3.00

WORKING IN A STORE

Fairchild Books and Visuals
7 East 12th Street
New York, New York 10003

A complete primer for specialty, department, discount, and catalog sales stores; supermarkets. Covers duties performed in stores. Provides cashier, salesperson, stock clerk, and display assistant job tryouts. Emphasizes importance of customers.

114-8 $2.95

HUMAN RELATIONS

ADULT PUBLIC RELATIONS

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This booklet outlines the necessary steps in effectively promoting the adult training potential in your area including specific public relations ideas for the D. E. coordinator.

A-13, 20 pages, 1973 $2.00

CUSTOMER SERVICES, 2ND EDITION

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

Providing students with a working knowledge of the full range of customer services, this revised edition discusses everything from merchandise handling and customer accommodations to credit allowances and collection procedures. The second edition stresses credit and collection and has added a new chapter on careers in customer services.

Contents: Customer Services: An Overview, Career Opportunities in Customer Services, Credit as a Customer Service, Maintaining Credit and Collection Procedures, Merchandise-Handling Services, Customer Accommodation Services, Information and Advisory Services, Customer Shopping Conveniences, Marketing of Customer Services, Trends in Customer Services.

08823-3, Text, 128 pages 1978 $4.26
08824-1, Teacher's Manual and Key $2.40

DRESS TO IMPRESS

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

A group of tips on how to dress better for the job. The material can be divided into any units that seem appropriate for the audience, depending on their needs. It includes grooming and choice of clothing and accessories.

C-C1, 1977 $4.00

HUMAN RELATIONS CASES

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This series of case studies and suggested points to consider is cross-referenced to many of the human relation competencies in the IDECC system. They are good discussion starters or could be used in performance events.

A-D4, 1977 $4.50

HUMAN RELATIONS IN MARKETING, 2ND EDITION

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

This text-workbook provides a basic course in human relations and psychology. It has been updated and expanded to include a new section on personal values. The second edition addresses those skills needed by workers entering the job market for the first time. A record has been added to present a conflict of values situation for students to resolve.

Contents: The Importance of Human Relations, Personality and Human Relations, Personal Qualities and Employer Expects, Understanding Employer-Employee Relationships, Understanding and Adjusting to Others, Human Relations in the Formal Organization, Human Relations in the Informal Organization, Your Role in Improving Human Relations.

29052-0, Text, 128 pages 1978 $4.11
29053-9, Teacher's Manual and Key $2.40

HUMAN RELATIONS IN MARKETING AND DISTRIBUTION

Instructional Materials Laboratory
ATTN: Eileen Woody, Sales Secretary
10 Industrial Education Building
University of Missouri-Columbia
Columbia, Missouri 65211

Deals in basic human relations skills, will show students how to demonstrate good human relations techniques with customers. (Designed for pre-employment students.)

DE-20-I, 162 pages, 1978	$5.00
DE-20-S, Student Materials	$1.50

HUMAN RELATIONS ON THE JOB

Instructional Materials Laboratory
ATTN: Eileen Woody, Sales Secretary
10 Industrial Education Building
University of Missouri-Columbia
Columbia, Missouri 65211

Deals with handling human relations problems that students will encounter in the world of work. Relationships with other employees and supervisors on the job stressed. (Designed for cooperative plan students.)

DE-18-I, 143 pages, 1978	$5.00
DE-18-S, Student Materials	$1.50

HUMAN RELATIONS POCKET CARDS

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

These pocket-size cards summarize the four-step method of problem solving and list foundations for good human relations on the job for supervisors. Choose either the pocket-sized card or one-fold pocket pamphlet.

A-Q8	$ .02

HUMAN RELATIONS PRACTICE SETS

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This event was used in competition in Ohio and has been expanded into many different situations for classroom practice. Note that situations have been developed for the seven occupational areas currently being included by National DECA.

C-D4, 1978	$4.00

HUMAN RELATIONS, REVISED

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

The emphasis is to stress with management supervisors and employees the need for good human relations in all work situations. The manual is presented in a way that a human relations program can be developed for most any group of individuals. Working with individuals is the key to good human relations and is the main point stressed in the manual. This is a revision of a former manual, going into greater depth to tell why people behave as they do.

A-H7, 100 pages, 1973	$4.00

MOTIVATIONAL MESSAGES

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

A series of 15 pamphlets designed to promote better job attitudes through student discussion groups.

A
Absenteeism - a pamphlet designed to explain all the problems involved in being absent from work or school.
B.
Anxiety - explains the problems of letting your worries get you down - and how to deal with these problems.
C-1
Be a Pleasing Person - This pamphlet promotes the necessity of developing a pleasing personality.
D-1
Goal Setting - a pamphlet designed to encourage student planning of long term and short term goals.

A-2
How Much Do You Want Success? - This pamphlet consists of suggestions for moving ahead of the crowd.
B-2
Imagination - a pamphlet designed to encourage creativity in students.
C-2
Motivation - a pamphlet designed to encourage discussion of management techniques.
D-2
Persistence - discusses the fact that things are accomplished by effort - not by luck.
A-3
Positive Mental Attitude - This pamphlet deals with the results of having a positive approach to living.
B-3
Procrastination - a pamphlet designed to encourage good use of time.
C-3
Rumors - This pamphlet deals with reasons we should avoid talking about others.
D-3
Seven Constructive Ways to Handle Your Failures - This pamphlet deals with making the best of failures that we all experience some time in life.
A-4
That's Not My Job - This pamphlet emphasizes the results of cooperation on the job.
B-4
Time-Killers - This pamphlet emphasizes the importance of using your time constructively.
C-4
What Type of Leader Are You? - explain different styles of leadership as related to jobs and classroom situations.

RX, Set of 15 $1.50
each $ .10

PATHWAYS TO SELF-IMPROVEMENT

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

A course outline for developing attitudes about a student's personality, personal appearance and ability to communicate. It includes measureable objectives, teaching content and projects which will help the student learn to be more successful. Each project has objectives, step-by-step directions and evaluation rating factors for the coordinator.

B-C5, 83 pages, 1972 $3.00

PERSONAL DYNAMICS IN PERSONALITY DEVELOPMENT

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

Use this 6-session outline to present the latest ideas in personal improvement to adult classes. It makes use of personality development materials from the National Jaycees, Transactional Analysis techniques and personal goal setting. It contains 31 handouts and 44 transparencies originals to be used in the training sessions.

B-I2, 172 pages, 1976 $5.00

PERSONALITY DEVELOPMENT FOR ADULTS

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

A unit developed primarily for adult training in the human relations area. This unit can also be successfully used at any level for beginning workers in distribution. It covers well personality traits, voice, appearance and several other areas involved in personality development.

C-I2, 37 pages, 1965 $2.00

SALESMAN'S APPEARANCE

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

Using cartoon animals to illustrate appearance problems, this is a set of bulletin board illustrations and headlines which could be used individually or on a bulletin board or in a display window. There are seven animals with subheads and a major headline which reads, "Do Good Looks Count in Selling? Most of What the Customer Sees Is You."

A-G5, 1972 $2.00

YOUR ATTITUDE IS SHOWING

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Revised second edition; one of the finest books ever printed on basic human relations. Reference book is published by Science Research Associates and is sold by this department as a service to the school. The student assignment manual and answer book make the reference an individualized study packet.

Text	$3.90
Assignment Manual	$1.50
Answer Book	$1.50

ADVERTISING

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Covers all aspects of advertising duties, as well as career objectives, inclusive of DECA contest rules and guides for advertising layout and design; 15 assignments.

Text, 113 pages	$4.50
Answer Book	$2.50

ADVERTISING, 2ND EDITION

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

Here is a competency-based text-workbook that presents a comprehensive survey of all aspects of advertising. Specific entry-level jobs, including clerical positions, junior copywriting, art layout, and production jobs, are discussed in detail. In addition, the basic and career-level advertising skills needed for future success in a wide range of marketing careers. New to this edition are a chapter on advertising and personal selling, as well as a record made to accompany and expand the section on radio commercials.

Contents: Advertising and You, Advertising Media, Advertising and Personal Selling, The Written Message, The Illustrated Message, Preparing Direct Mail Advertising, Planning the Advertising Campaign, The Advertising Campaign in Action, Selling Advertising Space and Time, Measuring Advertising Effectiveness.

02114-7. Text, 144 pages, 1978	$4.11
02115-5, Teacher's Manual and Key	$2.40

ADVERTISING CAREERS

Vocational Guidance Manuals
620 South Fifth Street
Louisville, Kentucky 40202

Agencies, the center of most advertising-related activities, are described with regard to their structure and function, opportunities they offer, and people who work in them. The book discusses personal characteristics necessary for success, educational preparation, and how to get started. Includes an interesting review of the advertising characteristics of different media. Illus. 125 pp.

0-89022-218-5, Hardcover	$4.25
0-89022-050-6, Paperback	$2.45

ADVERTISING/INTRODUCTION

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

A good informative manual for the D. E. coordinator who wants a complete picture of the advertising function. Though not written in the traditional outline format, this unit gives many practical student assignments and has a concise approach to the area. Written at Bowling Green State University under the direction of Dr. C. O. Mills.

A-B6, 58 pages, 1966	$2.00

ADVERTISING FOR MODERN RETAILERS

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

This "how to" book covers specific skills, including budget and media planning, copywriting, art layout and production, radio and tv, direct mail, sales promotion, and market research. Includes a special nation wide survey of retailers, and stresses consumer education. Studies long range objectives and immediate goals; career opportunities. Perfect for big and small retailers alike; ideal as a primary text for post-secondary courses.

100-8	$10.00

ADVERTISING PAYS

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This game can be used in the D. E. classroom to teach the use of an advertising budget in scheduling newspaper ads. The element of financial competition adds fun to the exercise.

A-D1, 15 pages, 1974	$1.50

ADVERTISING: PLANNING, IMPLEMENTATION AND CONTROL

South-Western Publishing Company
5101 Madison Road
Cincinnati, Ohio 45227

The central process around which the book is organized is the preparation of a sound advertising plan. The book takes the student step by step through the process of developing a logical advertising plan - a process applicable to businesses large and small, products or services, manufacturers or retailers.

S57, Textbook	$11.40
S57M, Instructor's Manual	N/A

ADVERTISING: PLANNING AND TECHNIQUES

South-Western Publishing Company
5101 Madison Road
Cincinnati, Ohio 45227

This softbound text-workbook provides fundamental principles and practices in the planning techniques of advertising as a function of marketing. Realistic projects are provided so that students will have an opportunity to apply their knowledge in developing basic skills in advertising.

D10, Text-workbook	$3.96
D10M, Instructor's Manual	N/A

ADVERTISING SERVICES

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

This text-workbook enables students to master the skills necessary for jobs in the advertising industry. By performing the many activities in the text-workbook, students prepare for such jobs as: advertising assistant, layout artist, copywriter, and space or time sales representative.

71900-4, Text-workbook, 192 pages 1979	$4.02
71901-2, Teacher's Manual and Key	$2.40

THE BUSINESSMAN'S GUIDE TO ADVERTISING AND SALES PROMOTION

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

Suitable for advertising courses of ten to thirty hours duration this text is designed to assist "local" advertisers with "how to" knowledge of media selection, research, budgeting, and production. Guidelines for copy and layout are also included. Concise yet complete, it's designed to equip businessmen to handle an advertising campaign without the help of an advertising agency.

Contents: Reaching and Influencing People, Words that Sell, Designing the Printed Ad, Direct Mail and the Broadcast Media, Sales Promotion Methods, Planning and Evaluating.

37526-7, Text, 218 pages 1974	$10.95
37527-5, Instructor's Manual and Key	$2.40

A COMMON SENSE GUIDE TO PROFESSIONAL ADVERTISING

Tab Books
P. O. Box 40
Blue Ridge Summit, Pennsylvania 17214

A practical, how-to-guide that shows how successful advertising is created - from copy and design to TV commercials. 31 illustrations.

Contents: The Advertising Agency Man, As a Marketing Researcher - As an Account Executive - As a Salesman - As an Art Director - As a Production Manager - As a Creator of Television Commercials - As a Creator of Radio Commercials - As a Merchandiser and Sales Promoter - As a Media Planner - As a Public Relations Practioner - As an Advertising Manager - As a Businessman - Useful Information - Ads at Work - A Picture Tour Through an Advertising Agency.

612, Hardbound	$9.95

ELEMENTARY FASHION DESIGN AND TRADE SKETCHING

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

Based on an actual teaching curriculum, here's a workbook that emphasizes the fundamentals of dress design for work at home or in school. Includes exercises and instructions greared to beginners. Features lessons on: Basic Darts for the Basic Pattern; Basic Necklines and Silhouettes; Designing with Seams; Ruffles, Flares, and Pleats; The Use of Shading; Illustrating an Original Design; the 1/4 View Fashion Figure; Designing Skirts; Designing for Summer and Winter. Covers historical and contemporary sources of inspiration for good fashion design.

103-2	$7.95

ENCYCLOPEDIA OF ADVERTISING

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

This second edition is intended as a practical working tool for professionals in advertising, marketing, public relations, and publicity. More than 1100 in-depth entries cover every aspect of print and electronic advertising: production, direct mail, market research, computers, and more! Comprehensive entries go beyond simple definitions: practical applications are also cited. Hundreds of cross-references, illustrations, charts, samples. 512 pages, easy-to-use alphabetical listings.

014-1	$20.00

FASHION ADVERTISING AND PROMOTION

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

Explores every aspect of fashion advertising and promotion, at every industry level: raw materials producers, apparel manufacturers, retailers. Shows how to analyze, evaluate, create, and use promotion and advertising. Provides promotion definitions, aims, personnel, budgeting. Describes types of advertising, how to motivate customers, media selection. Details ad planning, components, production. Covers publicity, window and interior display, fashion shows, special events, personal selling; illustrated.

211-X	$10.00

Note: Instructor's Guide provides objectives, teaching hints, questions for discussion, project suggestions.

214-4	$2.50

FASHION SALES PROMOTION

Bobbs-Merrill Educational Publishing
4300 West 62nd Street
P. O. Box 558
Indianapolis, Indiana 46206

The main difference between "fashion sales promotion: and "non-fashion sales promotion" is the product involved. Fashion is a reflection of history, culture, and human behavior. This book deals with the concepts and terminology which are relevant to the sales promotion of fashion in each of its selling levels.

Contents: Advertising; Display; Publicity; Fashion shows; Special events; Personal selling; Checklists; Surveys.

96040, Text	$5.63
96041, Teacher's Manual	$5.00

HANDBOOK OF RADIO PUBLICITY AND PROMOTION

Tab Books
P. O. Box 40
Blue Ridge Summit, Pennsylvania 17214

This 372-page handbook is a promotion encyclopedia - includes over 250,000 words, over 1500 on-air promo themes adaptable to any format; and over 350 contests, stunts, station and personality promos! 8 1/2 x 11", bound in long-life 3-ring binder.

213, 372 pages, 1970	$29.95

HOW TO SELL RADIO ADVERTISING

Tab Books
P. O. Box 40
Blue Ridge Summit, Pennsylvania 17214

The right formula for sales depends on the individual and the prospective advertiser. Therein lies the secret as Si Willing illustrates it by theory and by practice. You'll accompany him on actual sales calls. You'll hear all sorts of objections (including a few you havent' heard) and how they've been successfully countered. From the dialog between salesman and prospect you'll learn the approaches and the clinchers, how to use available sales tools to the best advantage, and how to deal with competition. You'll learn ways to sidestep objections, how to recognize the "opportune moment," and how to convert a "No" to a "Yes." Illustrated.

511, 320 pages, 1970, Hardbound $12.95

INTERMEDIATE FASHION DESIGN AND WATER COLOR ILLUSTRATION

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

The "how to" book covers design of sportswear, children's wear, playclothes, beachwear, dresses, evening wear, loungewear, outerwear, and knitwear. It introduces a simple, step-by-step approach to water color painting techniques (flat wash, partial wash, wet wash), and describes basic color theory. Shows how to render fabrics such as chiffon, satin, velvet; furs, leather and suede; tweed textures. Highly useful to both professional designers and students. Includes bibliography and glossary.

202-0 $12.50

KNOW YOUR TRAINING STATION

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

A long-standing individualized workbook for students to acquaint them with beginning rules and regulations of their jobs. Extremely valuable to the beginning student, supplements greatly teacher orientation and serves as excellent lead into units such as advertising, layout, personal grooming, etc. Suggest a copy for each student at the beginning of the school year.

C-E4, 17 pages, 1966 $ .25

LEARN TO LETTER

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

Help your students learn to make professional signs. Try this simple, but complete, explanation of how to letter signs. This booklet contains the entire alphabet with a logical sequence of learning the necessary strokes.

A-E5, 18 pages, 1976 $1.00

MAKING TV PAY OFF: A RETAILER'S GUIDE TO TELEVISION

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

This step-by-step workbook shows how retailers can make the most of tv advertising, and avoid most of its pitfalls. Thirteen key decisions are studied: goals, production, store tie-ins, budgeting, ratings, and more. Includes charts, checklists, and illustrations, plus tv language glossary.

140-7 $6.95

THE NEWSPAPER AS A TEACHING DEVICE

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

Several unique approaches to using the newspaper in teaching such Distributive Education units as: applying for a job, advertising, business communications, display, etc. This manual was prepared by a committee of D. E. coordinators for Dr. C. O. Mills, Bowling Green State University.

B-B7, 31 pages, 1967 $2.00

THE PROMOTION FUNCTION

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

The role of promotion in marketing, elements of promotion, the promotion campaign, market research, objectives, media decisions, coordination and evaluation, promotional elements, the promotion team, and trends in promotion.

Student's Manual	$5.00
Instructor's Guide	$4.50
Pre-tests and Post-tests	$2.50

RADIO ADVERTISING - HOW TO SELL IT AND WRITE IT

Tab Books
P. O. Box
Blue Ridge Summit, Pennsylvania 17214

This volume presents a practical approach to radio advertising sales - new and useful methods which the time salesman can use to obtain better results for himself, the station, and the sponsor. One of the most valuable and helpful features of the book is the large number of actual sales case histories included throughout. The reader can learn much from these first-hand experiences, which detail techniques professional salesmen have used to "crack" reluctant prospective advertisers. This data is particularly prevalent in the Chapter outlining radio advertising prospects, which is an alphabetical classified listing of virtually every possible type of prospect - from abattoir to yarn - with detailed data on how to best approach and sell each particular category listed.

565, Hardbound, 228 pages
1974 $12.95

RADIO PROMOTION HANDBOOK

Tab Books
P. O. Box 40
Blue Ridge Summit, Pennsylvania 17214

Jam-packed with hundreds of ideas, and complete with scores of factual examples to spark hot new ways of promoting a station, both on-air and off-air. Illustrated.

267, 256 pages, 1968 $9.95

RADIO STATION SALES PROMOTIONS

Tab Books
P. O. Box 40
Blue Ridge Summit, Pennsylvania 17214

300 Merchandise-Moving Ideas! A compendium of creative selling ideas designed exclusively for radio stations - sales tools that work. A vast supply of ready-to-use ideas for producing sales in 43 categories, from air conditioners to washing machines. BIG 8 1/2 x 11" size.

214, 72 pages, 1966 $10.00

SHORTHAND FASHION SKETCHING

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

This book is a complete guide to sketching. It details in the quickest possible time how to sketch fashions in the most practical way. Features explicit illustrations that show each step, from the unclothed, most basic figure, to comprehensive and vital outlines of apparel styles and fabric textures.

068-0 $12.50

SMALL BUSINESS ADVERTISING

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This manual provides a good overall look at advertising for the thousands of small businesses in our country. Although intended for adult programs, the materials should be valuable for high school programs.

C-14, 1977 $4.00

THE STORY OF THE YELLOW PAGES

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

An unusual but much used aspect of advertising is your telephone directory yellow pages. This is the subject of this intriguing presentation which features 80 color 35mm slides and a taped narrative available in your choice of reel-to-reel or cassette. Also you will receive an accompanying booklet or cassette. Also you will receive an accompanying booklet giving the script for the tape presentation so that you can easily insert your own ideas. This presentation was developed through the courtesy of Ohio Bell with the idea that more D. E. students will someday be involved in writing ads for the yellow pages than national TV or magazines.

W7	$25.00

MATHEMATICS

APPLIED ARITHMETIC FOR DISTRIBUTION

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Fundamental skills of arithmetic application in distribution, including computing earnings, payroll and productivity, discounts and interest, margins, markdowns and expenses, and turnover and profit; interpreting business records; and using the metric system; 18 assignments with practice problems for reinforcement.

Text	$5.00
Answer Book	$3.00

ARITHMETIC FOR DISTRIBUTION DRILLS

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Drills for the student who needs very basic arithmetic fundamentals; 25 assignments.

Text, 97 pages	$3.50
Answer Book	$1.75

BASIC MATH OF DISTRIBUTION

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

An in-depth study of math fundamentals needed in marketing and distribution. Principles of profit, improvement and development of math skills, and application of math to distributive functions are the areas that make up this discussion manual.

$6.50

A LOOK AT METRICS IN DISTRIBUTIVE EDUCATION

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This is a program designed to teach the basics of the metric system. This is a program with unlimited need as this country moves to metric conversion. The emphasis is on learning metrics, not the process of conversion. It is a good way for the coordinator to learn the metric system before teaching it to others. It may be adapted for use in the high school program.

A-I2, 139 pages, 1975	$4.00

MARKETING MATH

South-Western Publishing Company
5101 Madison Road
Cincinnati, Ohio 45227

This soft-cover publication presents basic mathematics in a marketing environment. Students will acquire the computational skills needed for entry and advancement in a career in marketing and distribution. The text is designed in a logical manner beginning with a basic math skill review followed by the mathematics involved in ordering, receiving and recording, merchandise, pricing, daily calculations in marketing, and inventory procedures. It concludes with a chapter dealing with the mathematics involved in determining income and loss.

D17, Text-workbook	$3.96
D17TE, Teacher's Edition	N/A

MATHEMATICS

Instructional Materials Laboratory
ATTN: Eileen Woody, Sales Secretary
10 Industrial Education Building
University of Missouri-Columbia
Columbia, Missouri 65211

Reviews the basic mathematics skills needed by an entry level employee.

DE-27-I, 89 pages, 1978	$5.00
DE-27-S, Student Materials	$1.50

MATHEMATICS IN MARKETING, 2ND EDITION

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

Here is a text-workbook that presents the basics of math as applied to a variety of marketing jobs, including writing sales checks, making change, and taking inventory. New coverage of such systems as computerized inventory and billing is featured. A new chapter on metrics is included. And work problems have been expanded.

Contents: Mathematics and Sales, Handling Sales Records, Cash Register Transactions, Weighing and Measuring in Sales, Inventory Mathematics and Procedures, Processing Purchases, Pricing Mathematics and Procedures, Payroll Calculations.

38462-2, Text, 144 pages 1978	$4.11
38463-0, Teacher's Manual and Key	$2.40

MATHEMATICS FOR RETAIL BUYING

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

This widely-adopted, practical text shows math concepts, procedures, and calculations from the buyer's viewpoint. Provides step-by-step explanations, definitions, and formulas necessary for profitable merchandising. Covers basic merchandising arithmetic, inventory, merchandise pricing and repricing, invoice math, dollar planning and control, operating statements. Classroom tested. Includes typical forms, glossary, bibliography, end of unit review problems.

124-5	$8.95

MERCHANDISING MATHEMATICS

South-Western Publishing Company
5101 Madison Road
Cincinnati, Ohio 45227

A review of the fundamental mathematical operations and a presentation of the common mathematics problems faced by the salesperson, the buyer, the merchandise manager and the business owner are covered in this 92-page softbound text-workbook. It is designed to meet the mathematics needs of students enrolled in distributive education courses.

DE-18, Text-workbook	$2.40
DE18M, Instructor's Manual	N/A

MERCHANDISING MATH FOR PROFIT: AN EXECUTIVE HANDBOOK

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

Here's a pocket-sized guide to retail merchandising. Provides simplified, easy-to-figure, easy-to-understand approaches to everyday retailing problems. Covers markons, markdowns, sales, shortages, gross margin, turnover, inventories, stock-sales ratio, profit, purchases, discounts, terms and datings. Features glossary, weights and measures, practice problems, markon charts.

044-2	$3.75

COMMUNICATION IN DISTRIBUTION

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

A discussion manual on the art of communication. Units include listening and observing, reading, oral communication, and written communication.

$7.00

COMMUNICATIONS

Instructional Materials Laboratory
ATTN: Eileen Woody, Sales Secretary
10 Industrial Education Building
University of Missouri-Columbia
Columbia, Missouri 65211

Develops the student's abilities to communicate effectively.

DE-23-I, 226 pages, 1978	$5.00
DE-23-S, Student Materials	$1.50

COMMUNICATIONS FOR LEADERSHIP

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

A ten- to thirty-hour course, this set of six pamphlets, packaged in a Ceco box, is geared to teach the skills of effective communications. It's a practicable and workable manual for the active businessperson because theories and principles are discussed with emphasis on down-to-earth methods of communication.

Contents: The Business of Communications, Motivation through Communication, Listening, Business Meetings, Public Speaking, Written Communications.

55037-9, Text, 96 pages, 1970	$6.36
55038-7, Instructor's Manual and Key	$2.40

COMMUNICATIONS IN MARKETING, 2ND EDITION

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

Designed to help students develop the basic skills needed to communicate effectively in the field of marketing, the second edition emphasizes job performance, and communicating with one's employer, co-workers, and customers. A section on communicating through standardized business forms has been added along with a record that covers handling phone complaints, negotiations between employers-employees, and giving instructions.

Contents: Communications in Business, The Importance of Listening, Oral Communications, Informal Speaking, Public Speaking, Reading for Meaning, Written Communications, Partners in Communication.

54154-X, Text, 128 pages 1978	$4.11
54155-8, Teacher's Manual and Key	$2.40

TELL IT WELL (TO SELL IT WELL)

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Conversation that sells is the objective of this manual. Units cover being yourself; knowing the customer' what to talk about and how; how to tell them (what and why); and the better you tell, the more you sell.

$4.00

WRITING LETTERS THAT SELL: YOU, YOUR IDEAS, PRODUCTS AND SERVICES

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

Coverage includes personal business letters, management policy letters, interoffice memos, customer inquiries, "growth image" letters, even resignation letters. Features strategies and marketing concepts. Provides a basic formula applicable in all letter-writing situations, and points out mistakes to avoid.

078-8 $6.95

DISPLAY

DISPLAY MADE EASIER

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

An excellent unit on teaching display as part of the D. E. course. Simply written for student comprehensive, it thoroughly covers the field of display illustrating profusely the different principles involved. Copy may be separated and individual pages used to produce transparencies or spirit master handouts (if every student doesn't have the entire unit.)

B-C1, 115 pages, 1971	$3.50

DISPLAY: PLANNING AND TECHNIQUES

South-Western Publishing Company
5101 Madison Road
Cincinnati, Ohio 45227

This text-workbook presents the fundamental principles and practices associated with the display activities necessary to successful business operation. The primary focus of the text and project material is on those aspects of display that would be important to a businessperson responsible for the planning and implementation of the display activities of a business firm.

D11, Text-workbook	N/A
D11M, Instructor's Manual	N/A

DISPLAY AND PROMOTION, 2ND EDITION

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

This manual provides a rounded picture of the basic concepts and principles involved in every aspect of sales promotion and merchandise display. Reflecting the latest trends in the fields of display and promotion, the second edition features revised and updated text material and illustrations and now includes an in-depth discussion of lighting. Also examined in greater detail are present-day job opportunities, with special emphasis on the availability of freelance jobs.

Contents: The Role of Display and Promotion in Merchandising, Types of Displays, Planning and Preparing displays, Understanding Design Elements, Putting Design into Practice, Display Fixtures and Materials, Sales Promotion, Publicity and Public Relations.

58607-1, Text, 128 pages, 1978	$4.11
58608-X, Teacher's Manual and Key	$2.40

THE DISPLAY SPECIALIST

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

This is a consumable text-workbook in display techniques. It consists of eight chapters, each with questions and design projects for students. The book covers all the elements of design including balance, proportion, direction, color, etc. and shows students how to use these elements on bulletin boards, counters, windows, showcards, and sign displays. It emphasizes working with simple materials that the student can easily obtain and is ideal for use in preparing students for DECA competitive events. The Teacher's Manual and Key contains behavioral objectives, teaching suggestions, bibliography, answers to end-of-chapter activities found in the text, and a 100 question reproducible exam.

Contents: The World of Display, The Scope of Display, The Elements of Design, The Principles of Design, Planning Displays, Display Materials, Working in the Shop, Installing the Display.

22607-5, Text, 104 pages, 1976	$4.47
22609-1, Teacher's Manual and Key	$2.40

FAIRCHILD'S BOOK OF WINDOW DISPLAY

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

This book highlights the best in creative merchandising, and features outstanding window displays of general merchandise, boutique, and specialty stores from all over the U.S. and overseas. Covers display problems encountered with both large and small window sizes. Sections include: technique, trimmings, stylings, and props; home furnishings, institutional, and seasonal promotions.

101-6	$15.00

HOW TO PREPARE A FASHION SHOW

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

Shows how to plan the simplest or most complex presentation, how to effectively tie-in promotions, how to write a press release that will generate editorial coverage. Covers fittings, rehearsals, models, commentary, lighting, special problems. Describes the history of fashion shows; store-sponsored promotions; advertising and publicity; film, tape, and tv. An excellent handbook for novice or pro; illustrated. Includes bibliography and index.

159-8	$7.95

MERCHANDISE DISPLAY

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

All aspects of merchandise display principles, techniques, arrangement, design, lighting, color and signing. It is a how-to approach for beginning display personnel and includes information vital to DECA contest participants; fourth edition; 23 assignments.

Text, 221 pages	$7.00
Answer Book	$2.50

MODERN DISPLAY TECHNIQUES

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

Explains the how and why of effective display. 85 photographs show how to create atmosphere, drama, and excitement. Covers the importance of setting, window-copy, the psychological aspects of display, future trends. Features a list of source materials, suggested copy themes, a comprehensive bibliography.

045-1	$8.95

RECEIVING, CHECKING, AND MARKING

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Basic information pertaining to all retail receiving and marking room operations; a manual that will be helpful to all distributive education students; 22 assignments.

Text, 82 pages	$4.00
Answer Book	$2.50

BASIC ORGANIZATION OF DISTRIBUTION

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

A five-unit study stressing how our American business system operates, the channels of distribution, distribution in the local community, fundamentals of the distributive organization, and how a distributive business is organized for work.

$5.00

CAREER EXPLORATION IN MARKETING AND DISTRIBUTION

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This project, developed by Contract Research, Inc. and printed in limited quantities by the U.S. Office of Education, should provide you with a wealth of Career development activities for juniors, seniors and even pre-vocational classes. It contains teacher instructions and student handouts for all activities.

A-D7, Teacher, 1977	$6.50
B-D7, Student	$4.00
(10 or more)	$3.50

CAREERS IN MARKETING

Gregg/McGraw Hill
Princeton Raod
Hightstown, New Jersey 08520

This edition is designed to give your students an opportunity to explore a wide range of different marketing careers in such areas as apparel and accessories, home furnishings, food marketing and food service, and the automotive industry. An expanded section on marketing services has been provided to make your instruction as complete as possible.

05236-0, Text, 150 pages, 1978	$4.11
05237-9, Teacher's Manual and Key	$2.00

CAREERS IN MARKETING

Instructional Materials Laboratory
ATTN: Eileen Woody, Sales Secretary
10 Industrial Education Building
University of Missouri-Columbia
Columbia, Missouri 65211

Prepares the students to make career choices in the field of Marketing and Distribution.

DE-19-I, 217 pages, 1978	$5.00
DE-19-S, Student Materials	$1.50

CASES IN MARKETING MANAGEMENT

Business Publications, Inc.
Suite 1121
13773 North Central Expressway
Dallas, Texas 75243

This volume provides 41 comprehensive and up-to-date marketing cases and 2 case related exercises for student analysis. Each case is designed to fit into a specific section of a course in marketing management. The cases are sufficiently complex to require thorough analysis, but are not too burdensome. They allow the student to work on real marketing problems, to develop an appreciation for the types of problems in the real world of marketing, and to develop the skills of analysis and decision-making so necessary for success in marketing. A framework is presented in Part I to assist the student in developing reasoned solutions to the problems in the cases.

585 pages, 1978 $16.95

CASE STUDIES

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

A unique approach to analyzing marketing problems in this collection of cases including an instructional summary booklet. Each title comes in a separate file folder, (and the five folders in each set are plastic-wrapped together). Each case is on a separate sheet for ease in duplicating and student answers. Following each case is a list of notes to the coordinator on that case. At the end of each file is a list of references for the cases.

A-E1 $1.00

COMPLETE: A DYNAMIC MARKETING SIMULATION

Business Publications, Inc.
Suite 1121
13773 North Central Expressway
Dallas, Texas 75243

By placing students in the roles of marketing managers of hypothetical business firms, COMPETE forces them to make all the decisions that marketing managers of "real world" business firms have to make. Student teams (companies) formulate the entire marketing mix for their companies which are in competition against other student companies for sales, market share, and profits in the consumer sound industry. Decisions of student companies are processed and evaluated by the computer model and the results are returned to the teams. Upon receiving their results, the student companies must make further decisions. COMPETE can be run on any computer with a FORTRAN compiler and 64K capacity.

Paperbou[illegible] 1979 $6.95

CONCEPTS AND CASES IN FASHION BUYING AND MERCHANDISING

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

This casebook highlights the many day-to-day problems that can arise in the fashion marketplace. Cases are based on the authors' many years of experience, and are purposely left open-ended; you provide the best solution for each case based on the given facts, personalities, deadlines, and budgets. Cases illustrate fashion buying as a career, the resident buying office, fashion buying for small independent stores, dollar planning and control, section of resources, sales promotion, and much more. Each chapter features buying and merchandising fundamentals in outline form.

182-2 $8.50

DATA PROCESSING IN MARKETING

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

This text-workbook combines data processing theory with marketing applications to familiarize students with the uses of data processing in market research, distribution, inventory control, sales management, and the management of financial resources.

Contents: Data Handling and the Data Processing Cycle, The Operations of Data Processing, Manual and Mechanical Data Processing, Punched Card Data Processing, Computer Data Processing, Market and Product Research, Moving and Managing Merchandise, From Counter to Customer, Financial Management in Marketing.

71630-7, Text, 132 pages, 1971 $4.47
71631-5, Teacher's Manual and Key $2.40

DICTIONARY OF MARKETING TERMS

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This is a compilation of the words and definitions relating to marketing found in 15 of the common texts used in the D. E. classroom. This 100 page dictionary covers everything from Absentee Management to Zone Pricing with space to add words you may wish to include.

A-B5, 1974 $3.00

DISTRIBUTION AND DISTRIBUTIVE CAREERS

Farichild Books and Visuals
7 East 12 Street
New York, New York 10003

An overall survey of distributive education. Explores channels of distribution and our economic system. Covers various distributive occupations, and finding a job in distribution. Occupational guidance helps students select a more concentrated field of study.

112-1 $2.95

ECONOMICS OF MARKETING

Instructional Materials Laboratory
ATTN: Eileen Woody, Sales Secretary
10 Industrial Education Building
University of Missouri-Columbia
Columbia, Missouri 65211

Explains the basics of our economic system and how it works.

DE-33-I, 117 pages, 1978	$5.00
DE-33-S, Student Materials	$1.50

THE ECONOMICS OF MARKETING, 2ND EDITION

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

The economic understandings and concepts that underlie the American free enterprise system are clearly presented in this newly revised text-workbook. Reflecting the dramatic changes in the American economy over the past years, the second edition includes material on the free enterprise system and information on those economic competencies identified in recent research as necessary for marketing workers.

Contents: The American Economic System, Marketing in the American Economy, Profits and the American Economy, Productivity and Costs, Competition and Supply and Demand, The Consumer Market, The Industrial Market Segmentation, Retailing, Channels of Distribution.

35020-5, Text, 128 pages, 1978	$4.11
35021-3, Teacher's Manual and Key	$2.40

EXPLORING MARKETING OCCUPATIONS

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

Exploring Marketing Occupations is part of Careers in Focus, a comprehensive career exploration program for grades 6-10. The student manual contains detailed information about dozens of jobs in the marketing field. It also includes 27 explorations which provide students with hands on experience. A consumable Worksheet Booklet accompanies the Student Manual. This booklet contains forms, charts, and the like that students need to complete certain exploration tasks. For the teacher, a Teacher's Manual and Key is available. This book includes a section of teaching suggestions and special instructions, answers to the questions in the Student Manual, a list of equipment for each exploration, and more. In addition, there is a full-color Sound Filmstrip and three Interview Cassettes available in the set for Exploring Marketing Occupations. The Sound Filmstrip provides a broad view of those jobs and industries that make up the marketing career cluster. The Cassettes contain a total of 12 interviews with actual jobholders in marketing occupations.

71039-2, Student Manual, 160 pages 1976	$3.99
71062-7, Worksheets Booklets (packet of 10)	$4.56
71040-6, Teacher's Manual and Key	$2.64
86460-8, Set (includes 10 Student Manuals, 10 Worksheet Booklets, 1 Sound Filmstrip, 3 Interview Cassettes, and 1 Teacher's Manual and Key)	$120.00

FASHION BUYING

Bobbs-Merrill Education Publishing
4300 West 62nd Street
P. O. Box 558
Indianapolis, Indiana 46206

Covers the different types of buying jobs in large departmentalized units, chain stores, and resident offices. Provides insight into the principles of fashion buying and merchandising.

Contents: Fashion merchandising; Understanding fashion; Customers of fashion; The buyer's job; What and how much to buy; Inventory; Past sales records; Placing merchandising orders; Review questions and student activities.

96044, Text	$5.10
96045, Teacher's Manual	$5.00

FASHION BUYING AND MERCHANDISING

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

Covers the fundamentals: the unique way fashion relates to merchandising, the language of buying, dollar and merchandise planning, the selection of resources, the many different practices and techniques a buyer uses. This guide studies all aspects of retail promotion, advertising, display, publicity, and special events. Covers types of merchandising organizations, marketing techniques, buyer responsibilities, future trends. Includes glossary, index, bibliographies keyed to each major section. Provides extensive treatment of career opportunities.

142-3 $12.50

FASHION COORDINATION

Bobbs-Merrill Education Publishing
4300 West 62nd Street
P. O. Box 558
Indianapolis, Indiana 46206

Covers the various levels of diversification of activities for the fashion coordinator. Includes: fashion, consumer, trade and retail calendars; sources of information and market activities; planning and production of fashion shows, merchandising seminars and clinics; planning for a new fashion season; working with buying offices, manufacturers, retail stores, and textile firms; the fashion stylist handbook, functions, activities, checklist and report forms.

96050, Text	$7.43
96051, Teacher's Manual	$5.00

FASHION MARKETING AND MERCHANDISING, VOLUME II

MPC Educational Publishers
3839 White Plains Road
Bronx, New York 10467

Graphically illustrated, the book is divided into six units of study. These are 1) Salesmanship; 2) Fashion Promotion, including: publicity, advertising, sales promotion and fashion shows; 3) Visual Merchandising; 4) Retailing, including: the buyer, pricing merchandise, and stock control; 5) Merchandise Mathematics; 6) Executive Leadership.

10-1.2H, Hardcover Text $11.90

FASHION MERCHANDISE STUDENT PROJECT BOOK

MPC Educational Publishers
3839 White Plains Road
Bronx, New York 10467

The FASHION MERCHANDISE STUDENT PROJECT BOOK provides students with a flexible series of planned research, enrichment, hands-on learning projects that can be undertaken in the laboratory or used as home assignments.

10-2.2 N/A

FASHION MERCHANDISING

Kansas Vocational Curriculum Center
P. O. Box 60
Room 115 Willard Hall
Pittsburg State University
Pittsburg, Kansas 66762

Includes eight sections containing 21 instructional units:

Section I: Introduction to Fashion Merchandising, Customer Service in Relation to Store Image.

Section II: The Fashion Cycle, Basic Fashion Theories.

Section III: Introduction to Visual Merchandising, Creating a Display, Show Card Lettering.

Section IV: Introduction to Sales Skills, The Customer and the Buying Decision, Benefit and Feature Selling, Approach, Presentation, Sales Resistance, Closing the Sale, Suggestive Selling and Building a Customer Following.

Section V: The Buyer and Fashion Buying, Buying and Merchandise Control, Pricing.

Section VI: Fashion Industry and the Fashion Designer.

Section VII: Advertising.

Section VIII: Human Relations.

A Curriculum Guide, 596 pages, 1974, Oklahoma

Teacher's Guide	$15.00
Student's Guide	$5.50

FASHION MERCHANDISING

Vocational Education Media Center
10 Tillman Hall
Clemson University
Clemson, South Carolina 29631

This curriculum guide is designed to supplement teaching materials and techniques in the teaching of a one year distributive education specialty program in Fashion Merchandising to twelfth grade students interested in pursuing a career in fashion merchandising.

3/2/72-3 $3.25

FASHION MERCHANDISING COURSE OUTLINE

MPC Educational Publishers
3839 White Plains Road
Bronx, New York 10467

The FASHION MERCHANDISING COURSE OUTLINE is intended for schools that are preparing courses of study in fashion merchandising as a self contained course of study or in conjunction with distributive education, marketing or retailing.

10-2.3 $4.25

FASHION MERCHANDISING INTERNSHIP PROGRAM WORKBOOK

Bobbs-Merrill Educational Publishing
4300 West 62nd Street
P. O. Box 558
Indianapolis, Indiana 46206

Every phase of retail store activity is covered with charts and forms and questions to be filled out. Explains store policies and rules, employment and training, merchandising information, organization, sales promotion and merchandising activities, supervision, systems and procedures. Goal is to build knowledge, understanding and confidence while the student is employed in a Work/Study program.

96060 $10.20

FOOD MARKETING

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

This text-workbook enables students to master the skills necessary for jobs in food marketing. By performing the many activities in the text-workbook, students prepare for such jobs as: grocery clerk, produce clerk, meat wrapper, stock clerk, receiving clerk, cashier, head cashier, and department manager.

Contents: TODAY'S RETAIL FOOD INDUSTRY. Retail Food Marketing: An Introduction, The Modern Supermarket, BASIC AND SOCIAL SKILLS. Communications, Human Relations, Mathematics, PRODUCT AND SERVICE TECHNOLOGY. Grocery Department, Meat Department, Produce Department, Dairy and Frozen Food, Bakery and Delicatessen, Front End Operation, Management and Administration, MARKETING SKILLS. Buying and Pricing, Physical Distribution, Sales Promotion: Advertising and Personal Selling, Sales Promotion: Display.

51483-6, Text-Workbook, 192 pages
1979 $3.39
51484-4, Teacher's Manual
and Key $2.40

FROM PEDDLERS TO COMPUTERS

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

A look at the history of marketing development since the industrial revolution, this unit is written in handout form so that you may select appropriate sections to use throughout the year. it contains projects as well as handouts and illustrations of early ads, Sears Catalog fashions, old cars, and packaged product development. It is ideal for teaching the concept of change to marketing students.

A-C3, 141 pages, 1975 $4.00

GUIDE TO FASHION MERCHANDISE KNOWLEDGE, VOLUME I

MPC Educational Publishers
3839 White Plains Road
Bronx, New York 10467

The book presents an historical overview to provide a broad base for work in any facet of the fashion world. The text is in easy-to-follow paragraph form. Numerous paragraph headings in distinctive type provide easy, quick reference. Terminology is stressed; glossaries are sprinkled throughout the text.

Under textiles, types, characteristics, uses and care are given. A section on accessories deals with leather goods, fur, jewelry, hats, wigs and hosiery. The final chapters deal with the principles of good design in fashion and interior decorating.

10-I.IH, Hardcover Text	$11.90
10-2.1, Teacher's Manaul	N/A

A GUIDE TO THE PREPARATION OF A CREATIVE MARKETING PROJECT

Vocational Education Media Center
10 Tillman Hall
Clemson University
Clemson, South Carolina 29631

Offers comments and suggestions to students who are interested in performing an intensive research study of a marketing process. A sample of a Creative Marketing Project is included along with a descriptive analysis of the project.

3/4/72 $3.25

A GUIDE TO THE PREPARATION OF A MERCHANDISE INFORMATION MANUAL

Vocational Education Media Center
10 Tillman Hall
Clemson University
Clemson, South Carolina 29631

Designed to serve as a guide for students to follow in compiling product information and presenting it in written form. The book also contains a copy of a Merchandise Information Manual, "Sterling to Live With."

3/1/72 $4.00

A GUIDE TO THE PREPARATION OF A STUDIES IN MARKETING MANUAL

Vocational Education Media Center
10 Tillman Hall
Clemson University
Clemson, South Carolina 29631

The purpose of this book is to help teachers and students better understand the purposes of the studies in marketing and to give them practical information in the actual preparation of the study. Also includes a sample study.

3/3/72 $3.00

HOW TO KEEP MERCHANDISING RECORDS

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

Shows how retailers can have complete control over all present operations, and accurately forecast future sales, inventories, and profits. Good records enable retailers to plan for present and future buying, operate on smaller stocks, and keep a healthy "open to buy" position at all times. Covers six-month merchandising operation record, forecasting sales, staple stock records, balanced sizes and colors, old stock list, mush more. Includes definitions, sample forms.

029-X $2.50

LAW KNOW-HOW FOR D.E.

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This teaching unit covers the basic legal concepts a distributive education student should know such as negotiable instruments, contracts, agents, etc. Included with teaching outline are cases to give examples for each point and a complete dictionary of terms.

B-C4, 95 pages, 1975 $3.50

MARKETING IN ACTION, 8TH EDITION

South-Western Publishing Company
5101 Madison Road
Cincinnati, Ohio 45227

This basic marketing textbook gives attention to retail, wholesale and industrial markets. Students are introduced to market segmentation, market trends, market research and also given an understanding of the role of promotion in the marketing process.

S35, Textbook	$7.47
S351, Study Guides and Projects	$3.09
S353, Test 1-5 and Examination	$ .39
S35M, Instructor's Manual	N/A

MARKETING AND DISTRIBUTIVE EDUCATION CURRICULUM GUIDES

Curriculum Publications Clearinghouse
Western Illinois University
47 Horrabin Hall
Macomb, Illinois 61455

Provides the curriculum coordinator with a basis for planning a comprehensive program in the field of marketing. The essential common and specialized competencies have been identified and listed in order of importance. A number of suggested learning activities and references are included. The General Marketing Curriculum Guide is the master publication and should be studied carefully before using the other guides.

The guides are available in the following areas:

Set, 1978	$16.00
21.A, Food Marketing	$6.95
21.B, General Marketing	$2.95
21.C, General Retail Merchandising	$4.95
21.D, Planning Guide	$ .95
21.E, Wholesaling	$1.95

THE MARKETING FUNCTION

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

The vitality of marketing, the modern marketing process, a marketing intelligence system, the market, the product, the price, the place, and promotion.

Student's Manual	$5.00
Instructor's Guide	$4.50
Pre-tests and Post-tests	$2.50

MARKETING PRACTICES AND PRINCIPLES, 3RD EDITION

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

To provide high school students with a comprehensive introduction to all areas of marketing while responding to their specific learning needs, this revision offers a number of special features. These include an easier reading level and a liverlier writing style, more information on careers, 11 major case studies, and marketing problems and projects. In addition, the book is flexible enough for use in either a one-semester or two-semester course.

The correlated Project Activity Guide reinforces learning with vocabulary puzzles, objective review question, problems, 41 projects requiring outside investigation, and a marketing game. The Teacher's Manual and Key offers information on the Crawford competencies, DECA contests, and IDECC as well as detailed teaching suggestions, solutions to all student activities, plus two ready-to-duplicate tests which make up a final exam.

40693-6, Text, 448 pages, 1980	$9.39
40694-4, Project Activity Guide	$3.42
40695-2, Teacher's Manual and Key (includes tests)	$2.80

MARKETING RESEARCH, 2ND EDITION

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

The whys and hows of marketing research are fully covered in this revision. The edition includes expanded coverage of careers in marketing research, added coverage of information-gathering services, and useful data on revised DECA competitive events in marketing research.

Contents: The Decision-Making Process in Marketing Research, Information Needed for Marketing Decisions, Planning the Research, Collecting Secondary Data, Collecting Primary Data, Sampling and the Training of Interviewers, Preparing and Presenting the Research

Report. Marketing Research Projects in Distributive Education.

26837-1, Text, 128 pages, 1978	$4.11
26828-X, Teacher's Manual and Key	$2.40

MERCHANDISING

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Designed for the junior college curriculum, this manual gives the instructor a wealth of material in the changing scope of retailing, merchandising in our economy, what to buy, how to buy, where to buy the right merchandise at the right time in the right place, and selling and sales promotion. Problems and suggested projects are included for each unit.

$4.50

MERCHANDISING, 2ND EDITION

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

It exposes your students to the buying for resale function in a retail business as well as to the commercial, legal, and moral aspects of buying and pricing. Two new chapters have been added and others have been recombined to follow a more logical learning and teaching sequence.

Contents: Merchandising as a Career, Planning for Profits, Controlling the Budget Through Unit Control, Choosing the Product and Timing the Purchase, Choosing the Vendor and Negotiating the Buying Contract, Pricing Strategy, Controlling and Managing the Stock, Selling and Promotion the Merchandise, Merchandising: Policies, Practices, and Trends.

17615-9, Text, 128 pages, 1978	$4.11
17616-7, Teacher's Manual and Key	$2.40

MERCHANDISING AND BUYING

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

The planning function; the buying function; the pricing function; the stock management function; the selling function; merchandising policies, practices, and regulations; and merchandising trends.

Student's Manual	$5.00
Instructor's Guide	$4.50
Pre-tests and Post-tests	$2.50

MERCHANDISING FOR PROFIT

Vocational Education Media Center
10 Tillman Hall
Clemson University
Clemson, South Carolina 29631

A curriculum guide developed for the teaching of retail merchandising. It is designed mainly for the senior high school student with no background of study in retailing. Special emphasis has been placed on the buyer as the key to merchandise operation.

3/1/72-3	$3.00

PETROLEUM MARKETING

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

This text-workbook enables students to master the skills necessary for jobs in the petroleum marketing industry. By performing the many activities in the text-workbook, students prepare for such jobs as: service station attendant, shift manager, station manager, and refiner's retail sales representative.

Contents: INTRODUCTION TO PETROLEUM MARKETING. What is Petroleum Marketing? BASIC AND SOCIAL SKILLS. Human Relations, Communications, Mathematics, PRODUCT AND SERVICE TECHNOLOGY. Fuel, Motor Oil, Tires, Batteries and Accessories, Servicing on the Driveway, Operating Equipment, MARKETING SKILLS. Buying and Pricing, Physical Distribution, Selling, Sales Promotion: Advertising and Display, Management and Administration.

31206-0, Text-Workbook, 192 pages, 1979	$4.02
31207-9, Teacher's Manual and Key	$2.40

PRINCIPLES OF MERCHANDISING: A KEY TO PROFITABLE MARKETING

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

This book in picture/primer style concentrates on merchandising fundamentals that defy time and circumstance. Defines merchandise as the manipulation of merchandise and tactics to get the right product to the right place in the right quantity at the right price at the right time in the right light - and then shows you how to do it! Details merchandising "bogies" to stay clear of. Provides comments on the future of merchandising.

160-1	$6.50

RETAIL MERCHANDISING

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

Covers store facts, orientation, image, organization, competition. Deals with on-the-job responsibility, sales promotion, merchandise area analysis. Applications in department, specialty, variety, and discount stores. Includes employee interviews, store forms, student evaluations, career goals.

153-9	$4.50

RETAIL MERCHANDISING, 8TH EDITION

South-Western Publishing Company
5101 Madison Road
Cincinnati, Ohio 45227

This book covers all phases of retailings: such as financing, buying, selling, pricing, display, stock control, stock organization, advertising and government regulation.

S26, Textbook	$8.16
S261, Study Guides and Projects	$3.36
S263, Tests 1-7 and Examination	$ .45
S26M, Instructor's Manual	N/A

SELECTED CASES IN FASHION MARKETING

Bobbs-Merrill Educational Publishing
4300 West 62nd Street
P. O. Box 558
Indianapolis, Indiana 46206

Since most students learn primarily by doing, the cast study method, as used in the classroom, is the closest and one of the most effective ways of helping students to learn how to approach and solve business problems. When a student analyzes a case in sales promotion or merchandising, he simulates what must be done by the proper executive in a business organization. The student is put into the role of an executive and must make responsible decisions since all cases combined in these volumes are presented from the Management's point of view.

Volume 1 - 254 pages. Presents the case method with principles, procedures, and steps in analysis. Gives sample cases and suggested solutions. Discusses 39 cases in areas of buying and selling. Includes worksheets for student problem analysis.

96037, Text	$7.43

Volume 2 - 257 pages. The case method continued with cases 40 through 78. Deals with management problems and situations. Includes worksheet for student problem analysis.

96038, Text	$7.43
96039, Teacher's Manuals (both volumes)	$5.00

SELECTING AND BUYING MERCHANDISE

South-Western Publishing Company
5101 Madison Road
Cincinnati, Ohio 45227

This text-workbook presents basic principles in selecting and buying merchandise for resale. The textual material discusses the buying function in retailing, information needed for buying, systems of merchandise planning, the establishment of merchandise resources, the choosing and ordering of merchandise, and presents specific information in the pricing of merchandise. Six sections of projects relate directly to the textual material and provide realistic experiences in the selecting and buying of merchandise. This book can be used as a basic or supplemental text and project workbook for a class studying the buying of merchandise for a distributive course, for individualized instruction and for small-group study.

D30, Text-workbook	$4.14
D30M, Instructor's Manual	N/A

SITUATIONS IN MARKETING

Business Publications, Inc.
Suite 1121
13773 North Central Expressway
Dallas, Texas 75243

By having questions for each case relate to more than one "problem area" of marketing, the 28 cases included in this volume produce 72 "problem area" variations. An excellent grid specifies the primary and secondary "problem area" for each case. The cases and questions are structured in a manner that provides students with a practical learning experience and stimulates their interest in marketing. The cases are organized into 12 areas which correspond to the general approach to the study of marketing. The students gain simulated experience for the development of marketing expertise and are required to face and consider the ethical implications of doing business.

Paperbound, 203 pages	$4.95

STARTING YOUR OWN MARKETING BUSINESS, 2ND EDITION

Gregg/McGraw Hill
Princeton Raod
Hightstown, New Jersey 08520

This reorganized and revised text-workbook now stresses entrepreneurship. It also presents the different organizational forms of marketing businesses; the methods of financing business operations; and the techniques for reducing marketing risks. What's more, students are now able to draw up a "Business Plan" for their own small business.

Contents: Weight the Responsibilities and Rewards of Business Ownership, Identify Potential Business Opportunities, Select the Right Location, Develop Your Marketing Strategy, Estimate Financial Needs, Obtain Financing and Select Legal Form for the Business, Develop Your Management Plan.

19307-X, Text, 160 pages, 1978	$4.11
19308-8, Teacher's Manual and Key	$2.40

STOCKKEEPING

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Information for students on stockkeeping, its functions, and how it relates to the entire merchandising and distribution picture; a basic manual for every D. E. student-trainee; 22 assignments.

Text, 145 pages	$5.50
Answer Book	$2.50

SUPERMARKET MERCHANDISING

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

Cover orientation and store facts, the various food departments, the front end, store security. Applications in chain unit, cooperative member, and independent stores. Includes employee interviews, supermarket forms, student evaluations.

155-5	$4.50

TECHNIQUES OF FASHION MERCHANDISING

Bobbs - Merrill Educational Publishing
4300 West 62nd Street
P. O. Box 558
Indianapolis, Indiana 46206

This text-workbook presents information and student activities dealing with the retailing language of numbers and how it is used as a means of forecasting and communication.

Contents: Review of mathematics; Fractions and decimals; Percentages; Profit and loss; Inventory; Retail reductions; Price lines and markup; Planning dollar purchases; Terms of purchase; Student problems and involvement activities.

96042, Text	$7.42
96043, Teacher's Manual	$5.00

VISUAL MERCHANDISING PRINCIPLES AND PRACTICE

MPC Educational Publishers
3839 White Plains Road
Bronx, New York 10467

A comprehensive new textbook for retailing and distributive education. Chapters include: A History of Visual Merchandising; Exterior Display; Interior Display; The Materials of Visual Merchandising; The Components of Visual Merchandising; The Structure of a Visual Merchandising Department; The Excitement and Challenge of Visual Merchandising as an Expression of Art. Glossary and cross-index included.

10-1.3H, Hardcover	$5.25

WAREHOUSING

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

For students training in any warehouse operation; covers all aspects of materials handling, storeage, receiving, shipping, control, security, and safety; 20 assignments.

Text, 175 pages	$7.00
Answer Book	$2.00

WHOLESALING IN DISTRIBUTION

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Introductory assignment manual in wholesaling, containing information relating to the broad scope of wholesaling, its place in the distribution system, its functions, the value-added concepts, types of wholesalers, and how wholesaling serves the public as well as the manufacturer; 19 assignments.

Text, 112 pages	$6.00
Answer Book	$2.00

WHOLESALING AND PHYSICAL DISTRIBUTION

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

Major emphasis is placed on the latest techniques used by merchandise handlers carrier employees, warehouse operators, and wholesalers.

Contents: The Fields of Wholesaling and Physical Distribution, Careers in Wholesaling and Physical Distribution, Customer Services, Wholesale Promotion, Shipping Documents and Procedures, Carriers, Carrier's Documents Used in Transportation, Receiving Procedures, Warehousing and Merchandise-Handling Procedures, Your Future in Wholesaling and Physical Distribution.

19627-3, Text, 128 pages 1978	$4.11
19628-1, Teacher's Manual and Key	$2.40

WHO PROFITS FROM PROFITS

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This publication aids students in identifying and analyzing the basic everyday financial operations of a business. It provides a clarification on the subject of profits - what they are and who benefits from them.

B-B5, 1978	$4.00

YOUR CAREER IN MARKETING

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

This text is intended for use in introduction to D. E. programs as well as in intensive exploration programs. The careers available in the entire marketing and distribution field are explored. Students are led through assessments of their interest, aptitudes, values, and skills which they then relate to specific marketing careers. The text explores jobs in every subcluster of marketing and distribution. The D. E. program and DECA are explained as are the cooperative work program and the role of the teacher-coordinator. The text is ideal for intensive career exploration, especially because guidance themes are stressed throughout.

04245-5, Text, 472 pages, 1976	$8.97
04246-2, Job Activity Guide	$4.20
0424809, Teacher's Manual and Key	$2.40

MANAGEMENT

THE ART OF DELEGATING

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This adult training program was developed to up-grade employees in a supervisory position, to improve management performance. It deals with time management, job descriptions and dealing with subordinates. There are some good ideas here for running a school store or DECA chapter also.

A-HA, 128 pages, 1975 $4.00

BUSINESS ADMINISTRATION

Instructional Materials Laboratory
ATTN: Eileen Woody, Sales Secretary
10 Industrial Education Building
University of Missouri-Columbia
Columbia, Missouri 65211

Guide explores the world of the business manager. Units have been developed on data processing functions; financial management; business economics; organization; the management process; current issues and future trends in business. Added features are a "Careers in Management" section plus a continuing class notebook project.

BOE-2-I $15.00

DEPARTMENT STORE PROBLEMS

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
Columbus, Ohio 43210

This is an in-basket simulation which can be used to teach D. E. students how to handle the problems commonly found in the different areas of department store management. This 93-page project was originally developed in Minnesota.

C-E2, 1974 $3.00

THE DYNAMICS OF SUPERVISION

Gregg/McGraw Hill
Princteon Road
Hightstown, New Jersey 08520

Specifically designed for supervisory courses in adult education, this set of six pamphlets, packaged in a Ceco box, is directed to men and women who have been promoted to their first supervisory positions and to those who wish to upgrade their skills and prepare for higher levels of management.

Contents: The Challenge of Management, Personality and Behavior, Job Satisfaction and Morale, Supervision and Communication, The Skills and Tools of Supervision.

48490-2, Text, 96 pages, 1971 $6.36
48491-0, Instructor's Manual and Key $2.40

EMPLOYEE MOTIVATION

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

Developed in an adult workshop to prepare supervisors to get better performance from their employees, this teaching unit explains different theories of job motivation.

B-H6, 1977 $4.00

ESSENTIALS OF RETAILING

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

Studies every aspect of store organization: operations, merchandising, sales promotion, personnel, finance and control. Surveys past, present and future of retailing. Covers "Mom and Pop" stores and department stores; boutiques and discounters; both hard and soft goods merchandisers. Emphasizes career opportunities at all levels.

183-0 $12.95

EVALUATING EMPLOYEES

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

A seven session outline to assist supervisors in job descriptions, training according to these descriptions and providing employees with fair evaluation based on these job training methods. The book includes 34 transparency originals and 46 handouts to illustrate the basic points.

C-H6, 146 pages, 1976 $4.00

FIELD SALES MANAGEMENT

Business Publications, Inc.
Suite 1121
13773 North Central Expressway
Dallas, Texas 75243

This text is designed for courses in sales management, selling and sales administration, or for in-service training courses. It instills the concept of management of achieving through other by emphasizing the managerial elements of planning and control and by distinguishing clearly between managing and doing. Short cases represent actual business situations.

367 pages $13.50

FUNCTIONAL SUPERVISION

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

A unique format for teachers and students, this manual has wide outer margins for notes. Contents treat the subject of supervision as a phase of management and training. A new size for junior college and adult programs of 7 by 10 inches makes this revision of How to Supervise and How to Train an extremely useful and practical manual.

141 pages $9.95

GOING INTO BUSINESS FOR YOURSELF

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

A project and teaching unit combination which is designed for a long-term assignment for senior DE students to develop a plan for a business of their own. The teaching unit covers 39 different topics with transparency originals, games and projects accompanying each. The project is separate from the outline and asks specific questions which the student must answer in organizing his own business plan.

B-E3, 230 pages, 1975 $5.00

INTERNAL SHRINKAGE CONTROL

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

A ten-session training plan to alert managers to the problems of losses from within the retail store. A wealth of materials comes with the manual including 24 transparency masters, 6 handouts, film resources and 5 sets of student activities.

B-H7, 100 pages, 1973 $3.00

IT CAN BE DONE

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

A student pamphlet prepared by a D. E. student to explain the Shoplifting Prevention Program being developed by many D. E. classes to help stop this national problem.

C-X1, 1978 $ .50

LEADERSHIP SIMULATION/DECA

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This project supplies exercises for training students to handle leadership situations in their local DECA chapter. It was originally sent to state supervisors by National DECA and is now being made available to high school programs.

B-E2, 100 pages, 1974 $3.00

LEADERSHIP TRAINING

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

Supervisory skills are stressed in a functional outline discussing qualities of a leader, working with people, and efficiency as it applies to leadership.

C-I1, 81 pages, 1972 $3.00

MAIL ORDER HELPER

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This publication shares many secrets of running a mail order business. It could be a good resource for students interested in their own business, a DECA project or a part-time money maker. The project in the appendix really gets into the process of planning a mail order business.

C-H3, 1978 $3.50

THE MANAGEMENT FUNCTION

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Management styles, the manager's roles, personnel management, interviewing and selection techniques, planning for growth, organizing for work, controlling for profitability, communicating for results, problem solving, and improving performance.

Student's Manual	$5.00
Instructor's Guide	$4.50
Pre-tests and Post-tests	$2.50

MANAGEMENT'S CHALLENGE: THE PEOPLE PROBLEM

Fairchild Books and Visuals
1 East 12 Street
New York, New York 10003

Here's management analysis that treats the individual as a whole person: it balances increasing productivity with new methods of reducing stress. Explores participative management, the changing status of women, the art of leadership, better communication, how to create a psychological setting that fosters initiative and enthusiasm. Features conversations with leading executives.

141-5 $12.50

MARKETING STRATEGY AND MANAGEMENT

Business Publications, Inc.
Suite 1121
13773 North Central Expressway
Dallas, Texas 75243

A new concept for studying marketing is presented in this text. This concept is based on a clear understanding of management and the marketing function. The text first emphasizes the firm and the marketing manager's role in the firm's strategy formulation. Then it focuses on the marketing function and the manager's role in marketing management and decision-making. The book integrates the basic concepts of corporate planning into the study of marketing. It centers on the importance of change, the management of change, and the analysis of the environment.

$13.95

MOTIVATE FOR PROFIT

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Training the supervisor to become aware of the productiveness of each employee is the objective of this manual. Included are units on man and his work, motives and motivation, job attitude factors in motivation techniques, demonstrations of motivation techniques, and a complete bibliography.

$3.50

PRACTICAL LEADERSHIP

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Designed for any youth leadership training program, this is a very practical, intensive eight-hour training session for local, regional, state, and national officers. Topics include organizing, planning, communicating, motivating, and handling criticism. Total involvement is the success secret. . .take everything home for instant use in the local chapter.

Instructor's Guide	$1.25
Manual	$1.00

A PERFACE TO MARKETING MANAGEMENT

Business Publications, Inc.
Suite 1121
13773 North Central Expressway
Dallas, Texas 75243

A brief general survey of the field of marketing, this paperback text is primarily descriptive rather than normative. It provides students the basic concepts and analytical framework for case analysis and discussion. The book assumes little or no prior knowledge of marketing or other functional disciplines. Clearly written and logically organized, this text makes minimum use of jargon, sophisticated graphs or mathematical formulae. The authors have included "highlights" throughout the text as handy references for students analyzing cases and problems. An extensive annotated bibliography contains numerous secondary sources useful in case analysis.

Paperbound, 260 pages,
1979 $6.95

REDUCING SHOPLIFTING

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This is a much used manual designed to pinpoint the methods used by shoplifters, their motives, how to deal with them, and how to protect your business against them. The manual contains handouts, case studies, tests and a complete teaching outline.

B-I3, 58 pages, 1973 $3.00

RETAIL APPLIANCE MANAGEMENT

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Introduces the student to the world of establishing, operating, and managing a small retail appliance store; 16 assignments, 147 pages. A separate answer book for this manual is available and is included at no extra charge.

$7.00

RETAIL BUSINESS MANAGEMENT, 2ND EDITION

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

Distinctive features of the edition include treatment of membership stores, franchises, and catalog showrooms. New developments in computerized credit and data processing are presented. The text and end-of-chapter activities stress career opportunities, with special emphasis on middle management.

Contents: The Wide World of Retailing, The Orgainzation of Retail Institutions, The Personnel Management Function, The Buying Function, The Merchandising

Functions, Store Management and Operation Function, Sales Promotion Functions, The Power of Personal Selling, Customer Operations Function, Financial Control Functions, Looking Ahead.

23232-6, Text, 480 pages, 1977	$11.60
23233-4, Instructor's Manual and Key	$3.00

RETAIL MANAGEMENT

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

An authoritative text for both instructors and students. Factual, practical treatment of the subject of small retail business management, including topics on the management process, the store manager's role, the consumer's role, advertising and promotion management, personnel management, and financial management; 16 chapters, 181 pages. 7 by 10 inches.

$7.95

SHOPLIFTING PREVENTION

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This programmed instruction booklet is designed to teach retail employees how to look for shoplifters and stop this high-cost problem to retailers. It could also be used for high school students.

B-I4, 27 pages, 1975 $1.50

SUCCESSFUL RETAIL SECURITY

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

Probes the many security problems faced by retailers. Covers inventory shrinkage, shoplifting control, check recovery, physical security, armed robbery, fire risks, civil disorders, burglary. Security and insurance professionals show you proven prevention methods: how to deal with employee attitudes; how to use closed circuit tv; how to deal with teenage shoplifters; how to discourage robbery; a poineer program in burglary protection; and many, many more workable security measures. Articles have been specially updated and edited for this text.

0-913708-15-1 $13.96

SUPERVISION: AN INTRODUCTION TO BUSINESS MANAGEMENT

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

Emphasis is on the entry-level, first-line management position. Deals with the functions of management and the development of a management philosophy. Explores motivation, the supervisor as leader, communicating with workers, selecting and training subordinates. Also, how one prepares for and obtains a supervisory position. Designed for students, and also non-supervisory employees and entry-level managers looking to advancement. Includes behavioral objectives, original case studies, chapter summaries, glossary and bibliography. Classroom tested.

213-6 $12.95

SUPERVISORY SKILLS IN MARKETING

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

This new manual in the OMPM Series provides your students with an opportunity to examine in depth the job of a supervisor. It also helps them develop those competencies needed to plan and organize work, train and evaluate employees, and serve as a communications link between management and employees.

Contents: Supervisory Responsibilities, Job Satisfaction and Satisfactoriness, Setting Goals, The Decision-making Process, Training an Employee, Conducting Meetings, Supervising an Employee, Building Morale.

13471-5, Text, 128 pages, 1978	$4.11
13472-3, Teacher's Manual and Key	$2.40

TRANSPARENCY ORIGINALS FOR D. E.- II

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This series includes 45 black and white "originals" in the following areas: Buying Fundamentals, Business Location, Business Organization, and Personal Budgeting. These were sent to subscribers during the school year 1967-68. From 1968 on, transparency originals have been included with the teaching units.

B-W1	$2.00

TREASURE HUNT

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This project was developed to help students look for problems in the layout and operations of a retail store. It invovles a set-up situation with a local retailer and an opportunity for student-businessman interaction.

A-F1, 12 pages, 1974	$2.00

WHOLESALE MANAGEMENT

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Information for the advanced student who is ready to take a look at the broad scope of wholesale management-not how to manage, but what management does and is responsible for in sales, marketing, stock control, finances, credit, personnel, and warehousing; 15 assignments, 126 pages.

Text	$6.00
Answer Book	$2.00

WILSON RV - AN IN-BASKET SIMULATION FOR SUPERVISORY AND MANAGEMENT DEVELOPMENT

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

A 12 to 20 hour program, this realistic and challenging in-basket simulation is designed for use in courses in supervision or management, especially in the field of marketing and distribution. The text is specifically directed towards the development of skills needed by retail supervisors and mid-management personnel. The simulation features four separate but interrelated parts: (1) job application procedures, (2) job orientation procedures, (3) supervisory problem-solving, and (4) management problem-solving. The student text-workbook contains background information on a fictitious recreational vehicles company, over 50 in-basket items for students to respond to (such as letters, memos, and reports), and practical exercises in decision making for managers. The Instructor's Manual and Key provides detailed instructions for adapting the simulation to fit classes of different sizes and backgrounds.

Contents: Introduction, Objectives, Job Application Sequence, Objectives, Job Orientation Sequence, Organization Chart, Personal Business Calendar, Employee Policy Manual, Objectives, Supervisory Problem-Solving Sequence, Assessment of In-Basket Responses, Assessment of the Wilson RV Staff, Objectives, Management Problem-Solving Sequence, Assessment of In-Basket Responses.

51485-2, Text-Workbook, 90 pages, 1977	$3.68
51486-0, Instructor's Manual and Key	$3.00

THE CHANGING AMERICAN WOMEN - 200 YEARS OF AMERICAN FASHION

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

Stories, photos, and artwork trace the evolution of American fashion. Includes the styles, the stars, the scandals, the cultural events that have influenced U. S. designs and designers. Features recollections of fashion celebrities, movie star headliners, merchandising break-throughs, fashion landmarks.

180-6, Hardcover	$9.60
181-4, Softcover	$5.00

CHILDREN'S WEAR DESIGN

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

Two books in one! Provides detailed information on manufacturing, on the history of the industry, on fibers, fabrics, and trims. Then features a designer's handbook that deals with patternmaking in an illustrated step-by-step way.

099-0 $15.00

COLOR DYNAMICS KIT

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Assignment manual contains 21 assignments, 173 pages of information to aid the student in studying the aspects of color's dynamic impact upon the various phases of marketing and distribution, regardless of product or service. Kit also includes answer book and three pieces of trade reference material.

$9.95

FABRIC ALMANAC

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

Features expanded fabric glossary and guide to textile labelling. Covers how fabrics and textiles are made, and also, natural fibers and their sources. Includes information on texturizing, home furnishings technology, knitwear, consumerism and ecology. Special section on color. Provides industry statistics.

092-3 $6.95

FAIRCHILD'S DICTIONARY OF FASHION

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

Features over 15,000 fashion definitions that span the centuries and the couturiers, the different countries and cultures, the fads and the inspirations - all the historical and stylistic variations that make fashion at once both an art and a science. Features 500 black and white illustrations, and 16 full-color pages. Plus profiles on more than 250 international designers and 80 picture pages on their fashion creations. Excellent for libraries, fashion-minded consumers, fashion professionals.

133-4 $50.00

FAIRCHILD'S DICTIONARY OF TEXTILES

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

More than 14,000 definitions of both man-made and natural fibers, yarns, fabrics, weaves, dyeing and printing processes, finishes. Includes many definitions from the American Society for Testing and Materials. Features extensive trademark information: registrations, uses, properties, variations. Up-to-date listing of major textile associations cross-referenced into the text. Illustrated, easy-to-use alphabetical format.

198-9 $40.00

FAIRCHILD'S MARKET DIRECTORY OF WOMEN'S AND CHILDREN'S APPAREL

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

Features manufacturers, distributors, and wholesaler's in more than 70 apparel merchandise categories. Listings are by merchandise, subcategorized by building, and include firm name, phone number, and room number. There's also a handy garment center map, a Manhattan street guide, list of hotels, travel facilities - everything needed to make market trips easier and more successful!

178-4 $5.00

FAIRCHILD'S TEXTILE AND APPAREL FINANCIAL DIRECTORY

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

4th edition profiles more than 325 corporations with important holdings in the textile or apparel fields. Each profile details nature of business and description of products; subsidiaries and divisions; transfer agents; corporate officers; sales and earnings; cash and stock dividends; assets and liabilities; post-annual report data; a breakdown of revenue by line of business; and more. Features cross-referenced trademark index.

207-1 $40.00

FAIRCHILD'S WHO'S WHO IN FASHION

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

Here are biographical profiles, fashion contributions, and the influences that shaped the world's top fashion designers. Features 300 designers from countries throughout the world. Includes creators of every type of merchandise: women's, men's and children's wear; lingerie, luggage, jewelry, cosmetics. Covers the design immortals of the past, the current stars, and a highly selective review of up-and-coming talents. An ideal source book for anyone interested in fashion creation - from post-secondary students to merchandising professionals.

143-1 $8.95

FASHION DESIGN FOR MODERNS

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

A second edition that provides a designer's eye-view of the fashion industry. Progresses from the first Seventh Avenue job interview through the collection opening, and the search for new inspiration. Shows how to cut costs, choose fabrics, make samples, work with a diverse group of fashion specialists - from models to buyers to boutique owners. Covers previews, how a collection is organized, practical follow-throughs. Describes the past, present, and future of fashion design.

162-8 $7.95

FASHION FUNDAMENTALS

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

A well-illustrated student manual for the study of fashion fundamentals; the layout and format are artistically arranged as a fashion magazine; highly readable and informative to capture student interest; 16 assignments.

Text, 140 pages	$6.00
Answer Book	$2.50

FASHION PRODUCTION TERMS

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

This reference studies more than 600 fashion production terms. Provides comprehensive coverage: terms are grouped into over 40 units that focus on draping, pattern-making, cutting, fabric structure, layout, stitching, seams, fasteners, hems, pressing equipment, notions, etc. Each term is defined and shown in a photograph; text - and many photos - show just how the tool, pattern, machine, accessory, etc., can be used. Extensive charts of figure types; also, size ranges for men's, women's, and children's wear. Cross-referenced.

200-4 $18.50

FIBERS AND FABRICS

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Specific product information on natural and man-made fibers, including construction, sources, finishes, care, uses, sales tips, and trade names; essential for the employee in any softline merchandise area; 52 assignments with an extensive reference section.

Text	$8.50
Answer Book	$3.00

GRADING TECHNIQUES FOR MODERN DESIGN

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

Progresses from introductory definitions and grading techniques to more advanced designs. Includes designs for back bodice with shoulder darts, skirts and collars, slacks, set-in sleeve, princess bodice, circle skirt, shawl collar, kimono sleeve, square armhole, dropped shoulder sleeve, and more! Features 2-page open spreads with accompanying diagram and directions for each grade; also, grading charts that can be read forward for grading and backward for de-grading. Perfect as a classroom text or for individualized learning.

102-4 $12.50

TEXTILE GLOSSARY

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

A handy, pocket-sized reference that provides fabric descriptions, yarn definitions, processes used to create fabrics, trademark identifications. Reproduced from glossary section of FABRIC ALMANAC. Perfect source of instant information for students, salesmen, merchandisers.

116-4 $1.95

THE WORLD OF FASHION

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

A comprehensive look at the fashion industry for students interested in this career field. Prepared mostly in handout form, this unit includes information on major designers, major retail leaders, fashion cycles, fashion training programs, women's fashion knowledge, fashion trips, fashion terminology, and fashion careers.

A-H2, 518 pages, 1975 $7.50

75 YEARS OF FASHION

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

This is a chronological survey of women's fashions from the turn-of-the-century through current designs. Focuses on trends, changes in attitude, styles, fabrics and materials. Presents sections rarely covered in other books - hair, silhouettes, accessories, youth looks. Includes extensive section on sportswear. Also includes a question and projects ection for self-testing.

144-X $7.95

ABCDE. . . DISTRIBUTIVE EDUCATION

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

An attractive color brochure designed and printed by the American Vocational Association. An excellent promotional piece, it is professionally done. It is offered as a customer convenience. 20 pamphlets per set.

C-J1 $1.50

ADULT TRAINING GUIDELINES/DE

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

An orientation to the adult programs sponsored by the State Department of Education in Ohio. This book contains procedures and ideas for implementing state-sponsored programs and is packaged in a three-ring notebook.

B-16 $5.00

AMERICAN ENTERPRISE SYSTEM

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This booklet describes how our American economic system works and how we are all involved in it. Reprinted from an edition prepared by the Advertising Council and the U.S. Department of Commerce in cooperation with the U.S. Department of Labor.

A-C2, 1978 $2.00

BASIC INSTRUCTIONAL SERIES FOR DISTRIBUTIVE EDUCATION

Vocational Education Media Center
10 Tillman Hall
Clemson University
Clemson, South Carolina 29631

This booklet presents a topical outline for the basic curriculum materials keyed to the materials which are provided for each teacher/coordinator of D.E. in South Carolina. These materials should serve, through this outline, as a guide for all three levels of instruction.

3/11/71 $1.50

BIG BOARD

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

The first actual game produced by the D.E. Lab. This introduction to the ideas of the stock market gives students an opportunity to decide how to spend $100,000 when given periods with specific economic character. The booklet includes the instructions for the game and 6 overhead transparency originals showing how prices fluctuate.

A-F3, 16 pages, 1973 $1.00

BOLD NEW DIRECTIONS

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

Ohio's Handbook to assist in the understanding and organization of the IDECC individualized Instruction System.

C-B7, 130 pages, 1974 $3.50

BULLETIN BOARDS FOR D.E.

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

An excellent manual of bulletin board layouts specifically for D.E. These drawings are exceptional. Many could be make up bulletin boards for the classroom from the information given here.

B-F3, 49 pages, 1970 $3.50

CHECK US OUT

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

An exciting new pamphlet which explains the D. E. program in 18 pages of pictures and brief descriptions from programs all over the nation. Appropriate for use with students, employers, parents and guidance counselors.

A-J1, 1977 $ .50
($ .25 each in quantities of 20 or more)

CONCEPTUAL FRAMEWORK FOR CURRICULUM DECISIONS IN EDUCATION FOR MARKETING AND DISTRIBUTIVE CAREERS

Superintendent of Documents
U. S. Government Printing Office
Washington, D. C. 20402

This publication consists of annotated listings of curriculum materials suitable for vocational education programs. All materials are available from State education agencies. The publication divides listings by subject matter and by the State from which they are available, and each listing includes a short description of the material, its price, and information on how to order it.

S/N 017-080-01342-8, 58 pages, 1974 $1.00

C.I.U. STUDENT HANDBOOK

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

The student workbook offers exploration opportunities in marketing covering the 25 taxonomy areas currently identified for Distributive Education. All occupations related to these taxonomies have been listed and cross-referenced to the DOT. Activities to explore these occupations have been identified along with forms for job descriptions and business interviews and observations.

C-D6, 225 pages, 1973 $3.50
($3.25 for 10 or more)

C.I.U. TEACHER HANDBOOK

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This unit is a basic project to help students on career objectives. This includes an explanation of the suggested ways to use the career exploration unit in a D.E. classroom including samples of the OVIS and GATB testing information, promotional ideas, step-by-step explanations, certificates, and a class wall chart.

A-D6, 120 pages, 1973 $4.00

COORDINATOR'S HANDBOOK/OHIO D.E.

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

A 26-section book dealing with the duties and responsibilities of a distributive education coordinator in all phases of the job. It includes creative program ideas, forms for program management, and step-by-step procedures for program operations.

A-A3 $4.00

COORDINATOR'S HANDBOOK/OWA

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

Includes objectives of the program, explanation of management requirements, program and student evaluation techniques, job descriptions, rating sheets, teacher requirements, etc.

C-K6, 100 pages, 1974 $3.00

CURRICULUM OUTLINES/SPECIALIZED/D.E.

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

Developed for specialized programs in D. E. by coordinators experienced in the field and businessmen. Each booklet contains a suggested program format, course outline, competencies and job descriptions in the field. 17 separate outlines include:

A. Advertising
B. Automotive
C. Fashion Merchandising
A. Finance and Credit
B. Food Service
C. Hotel-Motel
A. International Trade
B. Insurance
C. Mass Merchandising
A. Performing Arts
B. Petroleum
C. Radio and TV
A. Real Estate
B. Supermarket Management
C. Transportation
A. Travel Management
B. Wholesaling

AX, set $15.00
each $1.00

DATA PROCESSING (AS IT APPLIES TO DISTRIBUTION)

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Areas covered include what data processing is, factors contributing to the need for improved data processing methods, electronic data processing, and electronic data processing applied to distributive businesses. Included at no additional cost is a set of visual masters corresponding to each unit and an International Business Machines booklet, Introducing... the Computer.

$5.50

DATA PROCESSING CONCEPTS FOR RETAILING

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

Developed for students needing a basic understanding of the concepts of data processing so that they will understand the use of computers on their job and in marketing. This unit has a teaching outline in the front and reproducible handouts or transparencies in the narrative section that follows.

A-C1, 1977 $4.00

DECA HANDBOOK/OHIO

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

A special handbook for the operation of a DECA chapter developed by the Ohio DECA Executive Council. It includes the latest DECA competitive events, DECA By-Laws, and suggestions for chapter management.

A-A4, 260 pages, 1978 $5.00

DECA MANUAL - A NEW LOOK AT CHAPTER MANAGEMENT

Instructional Materials Laboratory
ATTN: Eileen Woody, Sales Secretary
10 Industrial Education Building
University of Missouri-Columbia
Columbia, Missouri 65211

This manual is an advisor's "bible" for administering a DECA chapter in management using the objectives systems approach to planning, executing and evaluating a program of work which contributes to the goals of the distributive education program. It is intended to be used in conjunction with available state and national handbooks and chapter management aids. Topics included are: chapter management, how to implement an MBO System and chapter functions.

DE-9-I $5.50

DECA'S COMPETITIVE ACTIVITIES/OHIO

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

The competitive activities section of the Ohio DECA Handbook. Use to give students copies of the rules for competitive events at District and State.

C-A4, 1978 $2.00

D. E. TRAINING SPONSOR'S HANDBOOK

New Jersey Vocational-Technical
Curriculum Laboratory
Rutgers State University
4103 Kilmer Campus
New Brunswick, New Jersey 08903

Contains examples of various forms to be reproduced and given to those business people who have agreed to become sponsors of students in the D. E. program. Included are general instructions, suggestions for training and supervising, and copies of various forms - training agreement, training plans, and rating sheets.

DE-145 $2.25

DEVELOPING A PROGRAM OF ACTIVITIES FOR LOCAL DECA CHAPTERS

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

A concise but complete look at the how, what, why and when of developing a program of DECA activities for the year. It includes purpose, duties, budget, and calendar as parts of the overall planning process.

A-E3 $3.00

DISTRIBUTIVE EDUCATION I

Kansas Vocational Curriculum Center
P. O. Box 60
Room 115, Willard Hall
Pittsburg State University
Pittsburg, Kansas 66762

Includes nine sections containing 25 instructional units:

Section I: DECA

Section II: Free Enterprise System, Marketing Distribution System

Section III: Purpose of DE

Section IV: Good Grooming, Wardrobe, Personality

Section V: Human Behavior, Custom and Policies

Section VI: Introduction to Basic Selling, Business Letter, Telephone

Section VII: Finding the Right Job, Personal Data Sheet, Application Form, Job Interview, Social Security

Section VIII: Budgeting, Credit, Banking Services, General Insurance

Section IX: Whole Numbers, Multiplying Decimals, Percent, Wages

A Curriculum Guide, 518 pages, 1973, Oklahoma

Teacher's Guide	$12.00
Student's Guide	$8.50

DISTRIBUTIVE EDUCATION II

Kansas Vocational Curriculum Center
P. O. Box 60
Room 115, Willard Hall
Pittsburg State University
Pittsburg, Kansas 66762

Includes thirteen sections:

Section I: Introduction to Distributive Occupations

Section II: DECA

Section III: Job Application and Interview

Section IV: Handling Money

Section V: Cash Register

Section VI: Shoplifting Prevention

Section VII: Communications

Section VIII: Human Relations

Section IX: Product Information

Section X: Selling

Section XI: Display

Section XII: Avertising

Section XIII: Economics

A Curriculum Guide, Revised 1976, Oklahoma

Teacher's Guide	$15.00
Student's Guide	$7.50

DISTRIBUTIVE EDUCATION III

Kansas Vocational Curriculum Center
P. O. Box 60
Room 115, Willard Hall
Pittsburg State University
Pittsburg , Kansas 66762

Includes nine sections containing 22 instructional units:

Section I: Managerial Development, The American Economic System, Government and Business, Business Opportunities

Section II: Marketing Activities in the Economy, Research Procedures

Section III: Site Location, The Physical Facilities, Selection of Equipment

Section IV: Capital Resources, Financial Statements

Section V: Purchasing Policies and Buying Systems, Source Selection and Buying Negotiations, Planning Stock Controls.

Section VI: Business Organization and Functions, Business Ethics and Policies, Personnel Selection and Training, Personnel Management

Section VII: Budgeting and Media Selection, Campaign Planning and Implementation

Section VIII: Sales Management and Employee Motivation

Section IX: Marketing Innovations and the Retailer

A Curriculum Guide, 518 pages,
1972, Oklahoma

Teacher's Guide	$15.00
Student's Guide	$7.50

A DISTRIBUTIVE EDUCATION CURRICULUM GUIDE FOR HIGH SCHOOL PROGRAMS IN TEXAS

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

A complete guide for teaching the Texas high school distributive education curriculum. Previews the format, course prospectus, terminology, lesson plan construction, and a sequential guide for the first- and second-year basic instruction, individualized instruction, and the pre-employment laboratory instruction. Includes an annotated bibliography on references and textbooks. The guide is divided into sections for easy updating.

$4.50

DISTRIBUTIVE EDUCATION - STUDENT HANDBOOK

Vocational Education Media Center
10 Tillman Hall
Clemson University
Clemson, South Carolina 29631

This handbook is designed to acquaint students with the D.E. Curriculum. Contents include: 1) Welcome to DE, 2) DE - The Big Picture, 3) The Classroom - What's Happening, 4) Your Job - Where the Action Is, 5) DECA - Here's the Scoop, 6) Parliamentary Procedure - How It's Done, 7) The Year's Calendar - Big Plans, 8) Goals - Let's Make Them, 9) Getting Along.

3/3/77 $1.50

DISTRIBUTIVE EDUCATION I - SUGGESTED TEACHING CALENDAR

Vocational Education Media Center
10 Tillman Hall
Clemson University
Clemson, South Carolina 29631

This manual is designed to assist the Distributive Education teacher in South Carolina organize and plan the DE I curriculum. The guide includes references, methods, aids, applications and comments for the following topics: 1) Introduction to Marketing and Career Planning, 2) Sales Preparation and Basic Techniques 3) Sales Promotion, 4) Sales Communication, 5) Marketing Mathematics, and 6) Merchandising Stock.

3/2/77 $2.00

THE DOWNTOWN TEACHER

Vocational Education Media Center
10 Tillman Hall
Clemson University
Clemson, South Carolina 29631

Developed for the training sponsor of the student in distributive education programs, It introduces the sponsor to the goals of D.E., the practical usefulners, and his/her role in the program.

3/6/70 $ .50

EMPLOYER'S HANDBOOK/DE

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

Twenty questions that Distributive Education employers ask about the program are answered in a concise, but interesting way. Order a copy for each employer and add your own forms and information about the local program. Each question is separate and can be eliminated or changed to suit your needs.

C-G1, 1976	$2.00

FAIRCHILD'S DICTIONARY OF HOME FURNISHINGS

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

A unique reference that incorporates all facets of the decorative home furnishings industries: furniture and bedding, accessories, curtains and draperies, fibers and fabrics, and floor coverings. Covers design, materials, processes, and trade terms. Presents innovations in materials and machinery, and notes the distinctive application of fabrics and fibers to home furnishings products. Retailing Appendix covers advertising, merchandising, operations, accounting, and more! Useful to wholesalers, manufacturers, interior designers, retailers, schools and libraries.

106-7	$25.00

FAIRCHILD'S FINANCIAL MANUAL OF RETAIL STORES

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

Analyzes department stores, discounters, national chains, mail order houses, supermarkets, and many other types of retail operations. Provides more than 475 corporate profiles of the nation's largest retail corporations. Details sales and earnings, assets and liabilities, number of stores, stock dividends and splits, transfer agents, subsidiaries, a breakdown of revenue by line of business, and much more.

206-3	$40.00

FILING - THE KEY TO BETTER ORGANIZATION FOR TEACHING MARKETING AND DISTRIBUTION

Vocational Education Media Center
10 Tillman Hall
Clemson University
Clemson, South Carolina 29631

This package contains a thorough guide for using the distributive education file index, sample filing divisions and subdivisions, and 44 sheets of gummed labels ready to set up a filing system.

3/1/71	$5.25

GAMES, PUZZLES AND SIMULATIONS FOR DISTRIBUTIVE EDUCATION

Instructional Materials Laboratory
ATTN: Eileen Woody, Sales Secretary
10 Industrial Education Building
University of Missouri-Columbia
Columbia, Missouri 65211

These games provide a variety of course content to make the learning process educationally effective and fun. The series includes: public speaking, advertising, marketing research, career orientation, correspondence, human relations, marketing principles and DECA.

DE-5-S	$4.00

A GUIDE TO DISTRIBUTIVE EDUCATION COORDINATION

New Jersey Vocational-Technical
Curriculum Laboratory
Rutgers State University
4103 Kilmer Campus
New Brunswick, New Jersey 08903

Covers in outline form, specific instructions to the D.E. Coordinator in his/her relationships with the various individuals and agencies with which he/she must work. These include in-school personnel, cooperating employers, advisory committees, parents, guest speakers, and professional associations. Contains suggestions for field trips, instructional resources, public relations, and surveys, and samples of several training plans and other useful forms.

DE-146	$2.25

A GUIDE TO MOTIONS IN PARLIAMENTARY LAW

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This handy pamphlet should be with you at any meeting. . . Easy to read, simple motions, easy to find, with all the basic rules at your fingertips. Use this booklet after learning parliamentary procedure basics.

C-Q3, 23 pages, 1976 $1.00

A HANDBOOK FOR TRAINING SPONSORS

Vocational Education Media Center
10 Tillman Hall
Clemson University
Clemson, South Carolina 29631

This handbook is designed to acquaint a training sponsor with the proper procedures in training, supervising and reporting on the progress of students receiving actual job experience.

3/5/66 $1.00

THE HOW IN PARLIAMENTARY PROCEDURE ASSIGNMENT MANUAL

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

An assignment manual and tests designed specifically for local DECA chapter officers and committee chairmen on simplified rules and procedures for conducting business meetings; is keyed to reference.

Manual	$1.50
Reference	$ .60
Answer Book	$2.00

IDEAS FOR LOCAL DECA PROJECTS

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

Looking for unique and interesting DECA projects? Here is a selection of ideas submitted by over 50 DECA advisors from throughout the nation. You'll find everything from fund-raising to public service in this manual.

A-E4, 1977 $3.50

INTRODUCTION CARDS

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

Attractively printed 3 x 5 cards "introducing" the D. E. student to a prospective employer. Backside of card indicates employer's decision as to whether or not he will hire the student. Excellent cards to introduce the student.

C-Q8, 1965 $ .03

INVESTING IN YOUR FUTURE

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This unit explains the way money is invested in our economy, primarily through the stock market, but also through insurance and banking. It emphasizes the concepts of investment risk and potential profit. It is developed in narrative handout form so that selected parts may be used with the class or the entire book used as a reference. The project includes an objective test and a dictionary of terms.

C-C3, 132 pages, 1975 $3.50

JOB INSTRUCTION TRAINING

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This teaching outline is designed to help anyone who is assigned to train another person to do a job. It is designed for an adult program but could be used for an advanced high school group or for post-secondary or college groups. It deals with teaching skills, information and attitudes.

A-I1 $4.00

KNOW YOUR MERCHANDISE - FOR RETAILERS AND CONSUMERS 4TH EDITION

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

This text is a complete guide to merchandise information covering textiles, non-textiles, durables, nondurables, and foods for students preparing for careers as retailers and related types of distributive occupations. Students learn how to judge products for value, durability, comfort, and safety. It includes discussion of new products, merchandise improvement, and Federal Trade Commission rulings.

70985-8, Text, 566 pages, 1975	$11.97
70986-6, Teacher's Manual and Key	$2.80

LISTED SOURCES OF RESOURCE MATERIAL FOR D.E.

Instructional Materials Laboratory
ATTN: Eileen Woody, Sales Secretary
10 Industrial Education Building
University of Missouri-Columbia
Columbis, Missouri 65211

The descriptions of books which are listed and described in this handbook are highly recommended for a secondary distributive education program, particularly those using individualized instruction.

DE-4-I $2.50

MAGAZINE REPRINTS

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

Here's a collection of recent magazine reprints revelant to distributive education. All have been included in one of our subscription mailings. We promise a "surprise" assortment of at least ten different articles and more if we have them.

LX $2.00

MEET OUR DECA WINNERS

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This is a collection of illustrations and signs which could be used on a bulletin board or display window to announce either entries or winners in DECA competition. It includes materials for all competitive events and comes packed in a file folder for handy storage.

B-G3, 1973 $2.00

MINI PROJECT CARD FILE

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

A set of one-hundred and twenty different projects covering fifteen various areas including marketing, sales, math, management, etc. Most of the projects are designed to be completed by students in less than two hours. The cards are 5 x 8", and indexed for easy reference.

B-H2, 1978 $4.00

MODERN RETAILING: THEORY AND PRACTICE

Business Publications, Inc.
Suite 1121
13773 North Central Expressway
Dallas, Texas 75243

All of the excitement, diversity, and dynamics of modern retailing are brought to the student in this basic text for principles of retailing courses. The book introduces the student to the retailing management concepts as a consumer-oriented philosophy of management. The traditional retailing activities are described within an up-to-date, topically illustrated discussion and a careful blend of theory and practice throughout. The perspective of Modern Retailing is both middle and upper level management and the decision-making tasks which face these persons. The student is shown how retail managers establish goals and objectives, define problems, evaluate alternative courses of action, and develop optimal strategies to insure the success of the firm.

755 pages, 1978 $15.95

OHIO DECA COMPETENCY EVENTS

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

These series events are actual events used for Ohio during 1978. They include the areas of Finance and Credit, Apparel and Accessories, Food Marketing, Food Distribution and Petroleum.

B-E5, 1978 $5.00

AN ORIENTATION COURSE OF STUDY IN DATA PROCESSING FOR D.E. STUDENTS

New Jersey Vocational-Technical
Curriculum Laboratory
Rutgers State University
4103 Kilmer Campus
New Brunswick, New Jersey 08903

This book is designed to introduce the D.E. students to the basic concepts of electronic data processing and to the enormous value of EDP to distribution. The instruction is completely nontechnical: it presents data processing as an electronic extension of all the processes now carried out in other ways. The student becomes acquainted with punch cards, how they are coded, and the kinds of machines that handle them; with prepunched price tickets; and with various store records designed to keep track of sales returns, inventories, etc.

CE-166 $2.25

ORIENTATION TO DISTRIBUTIVE EDUCATION AND DECA

Instructional Materials Laboratory
ATTN: Eileen Woody, Sales Secretary
10 Industrial Education Building
University of Missouri-Columbia
Columbia, Missouri 65211

Introduces the student to the vocational program and its youth organization.

DE-21-I, 121 pages, 1978 $5.00
DE-21-S, Student Materials $1.50

ORIENTATION UNIT - DISTRIBUTIVE EDUCATION I

Vocational Education Media Center
10 Tillman Hall
Clemson University
Clemson, South Carolina 29631

This publication outlines a plan to orient beginning students in Distributive Education. A variety of techniques, games and activities are used to make the unit interesting as well as educational.

3/4/77 $1.25

PARLIAMENTARY PROCEDURE

Instructional Materials Laboratory
ATTN: Eileen Woody, Sales Secretary
10 Industrial Education Building
University of Missouri-Columbia
Columbia, Missouri 65211

Develops the student's abilities to function properly in a formal organizational meeting.

DE-22-I, 197 pages, 1978 $5.00
DE-22-S, Student Materials $1.50

PARLIAMENTARY PROCEDURE

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

Use this narrative description of basic rules and procedures to make your DECA chapter or any meeting function smoothly. A clear and simple explanation for your student officers and entire class. The book contains sample motions on transparency originals to practice as you learn.

A-C5, 98 pages, 1976 $4.00

PARLIAMENTARY PROCEDURE FOR YOUTH ORGANIZATIONS

Instructional Materials Laboratory
ATTN: Eileen Woody, Sales Secretary
10 Industrial Education Building
University of Missouri-Columbia
Columbia, Missouri 65211

This instructor's guide is organized into lesson plan format and includes objectives, unit outline, activities and evaluation. The bulk of the manual is composed of handouts including: introduction to parliamentary procedure; the agenda or order of business; suggested meeting procedure; what is motion?; progression of a motion; amendments; nominations and elections; and parliamentary terms.

VE-24-I	$2.50

POST-SECONDARY CURRICULUM GUIDE FOR DISTRIBUTIVE EDUCATION

Instructional Materials Laboratory
ATTN: Eileen Woody, Sales Secretary
10 Industrial Education Building
University of Missouri-Columbia
Columbia, Missouri 65211

This guide describes a program of occupational instruction designed to prepare people for mid-management positions in the field of marketing and distribution. Among the topics covered are the steps in planning a post-secondary program, facilities, budgeting practice, student personnel, evaluation and organization, and use of an advisory committee.

DE-10-I	$3.50

PRACTICE SETS FOR D.E. COMPETENCIES

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

A new item from Ohio's D.E. Materials Lab is the beginning of a series of Practice Sets to use in the classroom to measure a student's performance in the competencies for his/her job. Each practice set includes a number of situations which can be used for different career objectives or occupational interest areas. Each set includes complete instructions for operation of the event and rating sheet forms.

C-D3, Set I-Selling	$2.00
B-D3, Set II-Display	$2.00

PRODUCT PLANNING

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

This text-workbook gives students a better understanding of product planning and the factors involved in a product's life-cycle —development, introduction, and market saturation.

Contents: The Need for Product Planning, Product Planning in Action, Product Planning Strategy, Branding, Packaging, Product Planning and the Consumer, Consumer Protection, Planning for Pricing, Setting the Price.

47561-X, Text, 124 pages, 1970	$4.47
47593-8, Teacher's Manual and Key	$2.80

PROFITABLE FURNITURE RETAILING: FOR THE HOME FURNISHINGS MARKET

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

This is a handbook of survival suggestions for small-to-medium volume furniture dealers. Covers open-to-buy, warehousing, display, profit, credit, rentals, advertising, furniture freight, electronic equipment, and much more. Defines 900 terms covering styles, designs, fabrics, woods, designers and craftsmen, business terms, materials, construction. Discusses how furniture and bedding giants affect smaller retailers.

055-9	$7.95

PROJECTS FOR IN SCHOOL PROGRAMS

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This manual is designed to assist the in school pre-employment instructor in organizing both related class as well as the laboratory. It contains a course outline for related class, a lab rotation system, tips for the first week of school and information in organizing major projects.

A-H1, 1978	$4.50

PROJECTS FOR JUNIOR STUDENTS

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

Ten group projects are outlined for Junior Distributive Education students. Student work forms are included along with explanations for the teacher which will carry the group through each step of the project.

C-E6, 39 pages, 1971	$2.00

THE RECEIVING/CHECKING/MARKING/STOCKING CLERK, 2ND EDITION

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

This up-to-date manual helps develop the skills required for entry-level jobs as receiving, checking, marking, and/or stock clerks in retail stores, warehouses, distribution centers, plants, and hospitals. The edition eliminates the need for many field trips by providing simulated activities especially designed for classroom use. Also included is information on the latest technology (such as computerized order and stock forms, optical ticket readers, and Universal Product Code marking), the Occupational Safety and Health Act, and shoplifting prevention. To meet the learning needs of a variety of students, the manual is written in an easy-to-read, conversational style and offers a brushup of basic skills - writing, arithmetic, listening, oral reporting - in the end-of-chapter exercises.

The Teacher's Manual and Key furnishes general teaching suggestions and course outlines, specific suggestions for teaching each chapter, a complete key to text problems, and a ready-to-duplicate final exam and key.

42667-8, Text, 160 pages, 1980	$4.47
42668-6, Teacher's Manual and Key	$1.60

STUDENT ABILITIES AND ATTITUDES IN A D.E. PROGRAM

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

Not for general distribution, directed toward Guidance people and school administrators. A brief but good synopsis of D.E. attitudes and abilities required of the student and how the D.E. student with these tratis influence those around him. An excellent piece to be read by those people who play a part in selection of students or in the over-all function of a Distributive Education program.

A-Q6, 1965	$ .20

SUCCESS - A TEACHING UNIT ABOUT JOB APPLICATION FORMS

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

Students begin by filling out a job application form without instruction. The unit then explains - in handout form - the purpose of each detail on the application blank. At the end the student again fills out the application form - correctly.

B-D1, 44 pages, 1975	$2.00

SURVIVAL IN THE WORLD OF WORK

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

An entire unit on the process of preparing for a job interview and successfully applying for the right job. This project includes a teaching outline and transparency originals to prepare students in values for job selection, looking for openings, writing a resume, writing a letter of application, filling out an application form, being interviewed for a job, and the evaluation process of the interviewer and former employers. This training could be used for a DE class, the entire school or an adult class.

B-D2, Teacher Handbook	$3.50
C-D2, Student Handbook, 90 pages, 1975	$1.00

TEACHER TACTICS

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

A collection of methods for teaching DE including audiovisual techniques, testing, organizing high school and Adult D.E. programs and resources for special materials. Excellent for Teacher Education classes.

C-B4, 143 pages, 1974 $3.00

TECHNIQUES OF THE "COOP" METHOD

Instructional Materials Laboratory
ATTN: Eileen Woody, Sales Secretary
10 Industrial Education Building
University of Missouri-Columbia
Columbis, Missouri 65211

The job of the coordinator requires the mastery of many specific skills and knowledges of concepts and principles of "Coop" Education. These are identified and explained in this handbook.

DE-7-I $4.00

TECHNIQUES OF JOB ANALYSIS

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Objectives of this manual are threefold: 1) to promote consideration of job study in distributive occupations, 2) to promote effective job analysis, and 3) how to use the findings of 1) and 2).

$4.50

A TENTH GRADE CURRICULUM FOR DISTRIBUTIVE EDUCATION

New Jersey Vocational-Technical
Curriculum Laboratory
Rutgers State University
4103 Kilmer Campus
New Brunswick, New Jersey 08903

Presented in outline form, the book covers the following subjects: Orientation, DECA, Communication, Personality, Good Grooming, Distributive Occupations, and Job Application and Interview. Included are sample personality tests, a self-inventory sheet on grooming, and a sample application form for employment.

DE-143 $2.25

TRAINING PLANS FOR DISTRIBUTIVE EDUCATION

Instructional Materials Laboratory
ATTN: Eileen Woody, Sales Secretary
10 Industrial Education Building
University of Missouri-Columbia
Columbia, Missouri 65211

This manual is designed to explain the purpose and use of training plans for distributive education teacher/coordinators. Along with the general duties and responsibilities of salespersons, 54 specific training plans are given in detail, including assistant display manager, grocery store checker, cashier, men's wear, restaurant waiters, etc.

DE-8-I $3.00

TRAINING SPONSOR'S HANDBOOK

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

This booklet is a must for each training sponsor. In a clear, concise manner it explains the "why" and "how" of sponsoring a distributive education student. Presented to the training sponsor, it can save the student, sponsor, and coordinator many misunderstandings.

$ .50

TRANSPARENCY ORIGINALS FOR D.E. - I

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

Some 80 transparency originals (black and white images) are assembled into one packet. These include six subject areas commonly covered in D.E. These originals are easily made into transparencies and have proven quite popular with the Ohio Distributive Education coordinators who received them during the school year 1966-67.

A-W1 $2.50

USING THE PROJECT METHODS IN DISTRIBUTIVE EDUCATION

New Jersey Vocational-Technical
Curriculum Laboratory
Rutgers State University
4103 Kilmer Campus
New Brunswick, New Jersey 08903

A manual for teachers that may also be used directly by the students. Consists of 10 projects for D.E. students, presented in detail, together with introductory and explanatory material for the teacher. The following topics are included: decision-making by management, store location, store layout, adding a new product, the Yellow Pages, personal aptitudes and interests of the student, career planning, display principles, newspaper advertising, overcoming customer objections.

DE-59 $3.00

USING SIMULATIONS AND GAMES

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This very popular new teaching method is explained in some detail for the D.E. coordinator in this 29-page booklet. It includes methods of using and resources for obtaining appropriate simulations and games for D.E.

C-F2, 1974 $2.50

VALUES FOR D.E.

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This collection of values clarifying techniques designed to deal with problems D.E. students must face is an exciting method to involve students in the process of attitude development and self-understanding The book contains many different techniques which can be used throughout the year.

B-F1, 120 pages, 1976 $4.00

VOCATIONAL EDUCATION STATE INSTRUCTIONAL MATERIALS: DISTRIBUTIVE EDUCATION

Superintendent of Documents
U.S. Government Printing Office
Washington, D.C. 20402

This publication examines the reason for the development of the career education concept, the way in which marketing and distribution occupations may be viewed in light of it, the content of the occupational cluster schema, and its implications for education in marketing and distribution, kindergarten through adult.

S/N 017-080-01549-8, 66 pages, 1976 $1.30

WORKING FOR A WHOLESALER

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

Studies wholesaling industry and various job opportunities. Focuses on warehousing, inventory control, materials handling, receiving and shipping, ticketing, order checking. Practice plans develop skills for clerical work.

119-9 $2.95

YOU: A GUIDE TO PERSONAL DEVELOPMENT FOR YOUNG MEN

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

A readable, contemporary treatment of personal development, designed to help the student over some of the rough spots. Topics include keeping fit; tobacco, alcohol, and drugs; personal grooming; clothes selection and care; personality; social awareness; and what a career will mean; 17 assignments.

Text, 101 pages	$4.25
Answer Book	$2.25

YOU: A GUIDE TO PERSONAL DEVELOPMENT FOR YOUNG WOMEN

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

Topics for young women include staying healthy, exercise and fitness, personal grooming and care, wardrobe planning and sewing, personality, getting along with others, communication, social awareness, and money management; 23 assignments.

Text, 113 pages	$4.25
Answer Book	$2.25

NON-PRINT MATERIALS

PREVIEW COPIES

The following sections contain annotations of 16mm films, filmstrips, filmloops, slides, transparencies, and other non-print media. The annotations were taken from literature supplied by film producers, distributors, and other sources. It is strongly advised that a preview copy be requested for evaluation before showing or purchasing any type of media. A preview copy can usually be obtained on a free loan basis or at a nominal cost.

COMMERCIAL PRODUCTIONS

Audiovisual presentations and written information by manufacturers should not be ignored. Many manufacturers of equipment, furniture, and materials produce short movies or similar audiovisual presentations. While promotional and commercial in nature, such media generally present good information, as well as provide students with a look at the latest technology. In addition, printed literature such as brochures and fact sheets is also available from manufacturers which could be used to supplement the media.

More information about the following media can be obtained by writing to the producer or distributor. Source addresses appear in each resource listing after the title.

200 ON ALFRED

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

Basic sales training; cartoons teach information in story format. Contains leader's guide.
Titles:
1. Follow 5 signposts to self-confidence in selling.
2. Boost your sales by selling customer benefits.
3. Take 5 easy steps to a bigger pay-off.
4. Sell more through better planning.
5. Use different tactics to sell different prospects.
6. Sell the big ones by using Alfred's techniques.

Complete program (6 filmstrips with audiocassettes) $256.50
Rental-$75/wk

THE ART OF SELLING

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

A series of overhead transparencies presenting an introduction to selling and salesmanship. This program also covers identifying customer buying motives and techniques of selling.

Complete Set of 26 multicolored transparencies with 52 overlays $157.50

THE BASIC SALES SERIES

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

This series provides the foundation for a training course in basic sales techniques. It is intended for training salesmen how to sell, rather than for sales management training.

1. What is Salesmanship?
2. Opening the Door
3. Knowing the Prospect
4. Presenting the Story
5. Making it Live
6. A Happy Beginning

Set of 6 color filmstrips with cassette tapes and leaders guide $275.00
Each Title $60.00

THE BEST OF BILL GOVE

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

Humor, motivation and inspiration of Bill Gove, one of America's leading sales consultants.

Complete program (4 audiocassettes in album) $35.00

BETTER TELEPHONE TECHNIQUES

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

Improve efficiency of telephone use; make the telephone a selling tool. Collect accounts and handle complaints.

1. Reception to A Business Telephone
2. Public Relations On the Telephone
3. Gaining New Customers by Phone
4. Reselling Old Accounts by Phone
5. Overcoming Sales Resistance On the Telephone
6. Making Telephone Sales Appointments
7. Collecting Past Due Accounts by Phone
8. Handling Complaints by Phone
9. Taking Telephone Orders
10. Introducing Something New by Telephone

Each filmstrip $94.50
Complete Program $803.25
(Rental Rates - $25. per wk;$50. per month each filmstrip)

BUILDING YOUR CAREER AT THE COUNTER

W. B. Cavanaugh Company
P. O. Box 831
Columbia, Maryland 21044

Shows an actual city counter in

operation by following the customer from the moment he walks in until his order is completed. This training cartridge stresses the responsibility the counterman has toward the customer insofar as providing product assistance and information which ultimately will lead to customer satisfaction and extra sales.

SC2-08002 $85.00

CAN OF SQUIRMS

Thomspon-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

Simulation Game
Individual approach to sales training; uses "role-playing" in a new way. Gives sales situations similar to those sales people face in the field. A "squirm" is the situation or buyer's objection which must be played out until either a "sale" is made or the sales dilemma is resolved.

Complete program (20 "squirms" and leader's guide) $7.00

THE CASHIER SOUND FILMSTRIPS

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

Designed to fit any DE program, these five filmstrips depict all aspects of retail cashiering. Counterfeit currency is the topic of the first filmstrip. Here students are shown exactly what to look for when suspicions arise. Handling cash, methods of counting, and arranging and safeguarding the cash drawer are among the procedures described in the second filmstrip. Checks are reviewed in the third filmstrip. Students are shown the different types of checks and what to look for in a bad check. The fourth filmstrip covers the different types of credit cards and the cashier's responsibilities in accepting them. It includes a discussion of the credit card bulletin, the "floor limit", and authorization procedures. The fifth filmstrip shows students how to go about securing customer identification and how to recognize valid credentials and signatures.

87716-5 5 filmstrips (60 frames each) w/record $199.00
87715-7 5 filmstrips (60 frames each) w/cassette, 1975 $199.00

CHECK AND DOUBLE CHECK

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

Trains store personnel in check cashing procedures.

Purchase-filmstrip format $75.00
audiscan format $85.00

CLOSING THE SALE

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

Six audiocassettes by sales speaker Dave Yoho. A dynamic and versatile speaker, Mr. Yoho shares his ideas and techniques of closing sales.

Complete program: 6 audiocassettes with album $59.50

COAST TO CLOSE

Career Aids, Inc.
8950 Lurline Avenue
Department F-57
Chatsworth, California 91311

Three important "qualifications" of every prospect; how to make the close an integral part of sales presentations; applying gentle pressure.

CWCS118 4 cassettes, quizzes, answer cards $23.50

CREATIVE SALESMANSHIP

Career Aids, Inc.
8950 Lurline Avenue
Department F-57
Chatsworth, California 91311

Step-by-step formula for developing creative ideas. How "failures" can turn into "successes."

CWCS113 4 cassettes, quizzes, answer cards $23.50

CREATIVE SELLING

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

Seven color filmstrips with cassettes or records. Modern photos with leader's guide and salesman's workbook.

1. Creative Selling
2. The Attitude that Creates Business
3. What Do You Sell?
4. Are Prospects Different?
5. By-Passing Sales Resistance
6. Pride in Price
7. Close isn't Closed

Complete program: $695.00
Filmstrip

CREDIT

Career Aids, Inc.
8950 Lurline Avenue
Department F-57
Chatsworth, California 91311

The sales or credit employee is given the basic philosophy and economics of credit. Program consists of a color filmstrip with cassette.

RM6804 $30.00

THE CUSTOMER AND YOU - DEALING WITH OBJECTIONS

Universal Education and Visual Arts
P. O. Box 8705
100 Universal City Plaza
Universal City, California 91608

Examines the true nature of the objections a salesman encounters in selling situations, and presents the best ways of handling them so as not to lose sales.

5892 23 minutes,b/w $324.00

THE CUSTOMER AND YOU - GET ORGANIZED

Universal Education and Visual Arts
P. O. Box 8705
100 Universal City Plaza
University City, California 91608

Gives seven basic rules to help avoid waste of valuable time: know who the decision-maker is; research the prospect; make appointments wherever possible; keep a record on all calls; use a diary for future planning; organize the territory, and plan interviews in advance.

4042 25 minutes,b/w $324.00

THE CUSTOMER AND YOU - GETTING THE DECISION

Universal Education and Visual Arts
P. O. Box 8705
100 Universal City Plaza
Universal City, California 91608

Examines three courses of action designed to help a sales trainee overcome his hesitancy to ask for the order. He is urged to watch for the "decision signals."

4040 21 minutes,b/w $324.00

THE DARTNELL/ANDERSON 20-POINT SYSTEM FOR GUARANTEED SALES SUCCESS

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

A cassette tape step-by-step program covering every building block of a perfect sales presentation. Seven cassette tapes.

1. Introduction. Creating A Favorable Impression/Getting the Customer Viewpoint.
2. Personalizing With the Strongest Benefit/Encouraging Customer Participation/Making Yourself an Integral Part of the Sale/Developing Proof.
3. Selling the Merits of Your Company/Developing News Interest/Finding & Providing Benefits/Using Demonstrations.
4. Finding Exclusive Benefits/Using Testimonials/Making the Most of Your Sales Aids.
5. Overcoming Objections/Handling Competition/Keeping Control of the Solicitation/Encouraging & Answering Questions.
6. Overcoming Hesitancy & Stimulating Immediate Action/Summarizing the Reasons to Buy/Asking For the Order.
7. Calling Back to Close and Build New Business/Evaluating Yourself.

Complete Program - 7 cassette tapes - (21 units) cassette recorder, attache case, booklets and reminder cards $179.50

DISTRIBUTIVE EDUCATION - SELLING CURRICULUM

ERIC Document Reproduction Service
P. O. Box 190
Arlington, Virginia 22210

Nineteen lesson plans on selling are presented in this performance-based curriculum unit for distributive education. This unit is self-contained and consists of the following components: introduction (provides overview of unit content and describes why mastery of the objectives is important); performance objectives; pre-assessment instrument (essay test and answer key); and unit outline (table of contents, time required for the unit, and materials and resources needed). Lesson plans generally include student information sheets, assignment sheets, and teacher materials (e.g., transparency masters). Lesson plan topics include the business cycle, sales persons characteristics, sales ethics, steps of a sale, customer psychology, salesperson - customer interaction; closing a sale, case studies, and career opportunities. The unit also contains a post-assessment related to the enabling objectives and a unit evaluation (student performs actual sales demonstration - rating sheet included).

ED 170454 (MF) $.98

DR. KENNETH McFARLAND FOR SALESMEN

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

McFarland, voted America's No. 1 speaker by the U. S. Chamber of Commerce, on six cassettes. Motivation and inspiration for sales personnel.

Complete program (6 cassettes in album) $49.50

THE FOLLOW-UP

National AudioVisual Center
National Archives and Records Service
General Services Administration
Order Section/DB
Washington, D. C. 20409

One of the keys to successful salesmanship and marketing in business is the practice of following up on advertisements and promotional campaigns on a regular basis. The value of this activity is affirmed here - and many of the factors to consider in planning advertising/sales promotion are explored - with graphic demonstrations of follow-up techniques that have been successful in stimulating sales for many businesses.

16mm Film, 13 minutes, color, 1967
335459/DB Sale $75.50
Rental $12.50

FOUR KEYS TO SALES SUCCESS

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

Two audiocassettes including information on time management and developing sales skills.

Complete program: 2 audiocassettes with album $19.50

GAINING NEW CUSTOMERS BY PHONE

W. B. Cavanaugh Company
P. O. Box 831
Columbia, Maryland 21044

A cost comparison of contact vs. telephone selling. How to sell successfully by phone and turn orders into customers.

TT2-13003 $94.50

THE GENERAL SALESPERSON AND DEMONSTRATOR

Career Aids, Inc.
8950 Lurline Avenue
Department F-57
Chatsworth, California 91311

Characteristic activities, challenges, strengths and drawbacks of sales careers are examined.

CX557 Color filmstrip, cassette, guide $27.50

HUMAN CYBERNETICS IN SALES

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

Explains the uses of cybernetics in selling.

Complete program (4 cassettes in album) $35.00

THE IMPORTANCE OF YOU...TO BETTER TELEPHONE COMMUNICATIONS

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

A program of 2 color filmstrips with audiocassette tapes on how to handle telephone equipment properly. The program covers what to say on outgoing and incoming calls, and how to promote business and efficiency with proper telephone use.

Complete program - 2 color filmstrips with audiocassette tapes $60.00

INTRODUCING SOMETHING NEW BY PHONE

W. B. Cavanaugh Company
P. O. Box 831
Columbia, Maryland 21044

How to plan and capitalize on the benefits of a phone launching of a new product, service, policy or price. Details step by step, and how to gain feedback.

TT2-13010 $94.50

J. DOUGLAS EDWARDS' COMPLETE SALESMANSHIP COURSE

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

Includes all the classic sales training tapes by J. Douglas Edwards, plus others chosen by Edwards. Includes:

1. Closing the Sale
2. Cashing Objections
3. More Closes
4. Questions Are the Answer
5. Prospecting & Qualification
6. The People Business
7. Vive La Difference
8, 9. Salesmanagement I
10. Face in the Mirror (Ralston)
11. It's Easy to be Great (Bob Richards)

Eleven Audiocassettes in Album	$135.00
Individual Cassettes	$12.50
Except: Salesmanagement I (2 cassettes)	$30.00

J. DOUGLAS EDWARDS' MINI-SALESMANSHIP COURSE

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

Six all-time favorite sales training tapes collected in one album. Includes:

1. Closing the Sale
2. Cashing Objections
3. More Closes
4. Questions Are the Answer
5. Prospecting & Qualification
6. The People Business

Six-cassette Album	$65.00
Individual Tapes	$12.50

LISTENING/PROSPECTING

Career Aids, Inc.
8950 Lurline Avenue
Department F-57
Chatsworth, California 91311

Where to concentrate sales efforts; identifying best prospects through referrals; what to listen for when buyer is talking.

CWCS116 4 cassettes, quizzes, answer cards $23.50

MAKING TELEPHONE SALES APPOINTMENTS

W. B. Cavanaugh Company
P. O. Box 831
Columbia, Maryland 21044

Shows the advantages of making appointments and how to pre-sell the potential customer with good appointment techniques.

TT2-13006 $94.50

OBJECTIONS

Career Aids, Inc.
8950 Lurline Avenue
Department F-57
Chatsworth, California 91311

Anticipating and handling objections; emotional impact of money and how to use it.

CWCS117 4 cassettes, quizzes, answer cards $23.50

OVERCOMING SALES RESISTANCE ON THE TELEPHONE

W. B. Cavanaugh Company
P. O. Box 831
Columbia, Maryland 21044

Difficult sales problems explored and the techniques to master them supplied. A management information source to devise and improve practices.

TT2-13005 $94.50

PERSONAL SELLING SKILLS

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

Program helps improve sales presentations, closing techniques, and increases potential for higher earnings.
Topics:
What Makes A Successful Sale
Planning Your Sales Calls
The Sales Call
Overcoming Communications
Audio-Visual Aids to Selling
Psychology in Selling
Self-management in Selling
The Human Ingredient in Selling
The Practice Case Study
The Final Examination

Complete program (6 audiocassettes with workbook)	$110.00
Extra workbooks each @	$14.00

PLAN FOR PROGRESS

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

Multi-voice recordings with sound effects teach sales techniques. Thought-starter cards and participant's guidebook included. Leader's manual and materials available.

1. The Three Keys
2. Prospect Analysis
3. Sales Strategy
4. Pre-Approach
5. Approach
6. Socratic Technique
7. Prospecting-Listening
8. Creative Salesmanship
9. Care and Feeding of Customers
10. What It Takes to Make 'Em Buy
11. Objections
12. Coast To a Close

Complete program - 12 tapes in albums, 1 guidebook and packet of cards	$180.00
Extra participant guidebooks each @	$3.50
Complete leader's manual and material	$36.00

PLANNED CREATIVE SELLING

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

Systematic techniques for successful selling.

1. Planned Creative Selling
   The Four Factors to Succeed in Selling
2. Your Sales Action Plan
   How to Give Your Sales Talk Impact
3. How to Use Cybernetics in Your Selling
   Personal Goal Setting
4. Propecting Creatively
   Selling by Asking Questions
5. Making the Telephone Pay
   Breaking the Pre-occupation Barrier
6. Selling Features and Benefits
   Using Evidence for Believability
7. How to Use Sales Aids
   Developing and Using Showmanship
8. Creative Persuasion
   The Magic of Word Pictures
9. Controlling the Decision
   Making It Easy to Say "Yes"
10. Turning Cold Hard Objectives into Soft Warm Cash
    Creating Time and Energy

Complete program $165.00

PROSPECTING FOR NEW ACCOUNTS

W. B. Cavanaugh Company
P. O. Box 831
Columbia, Maryland 21044

This program discusses the opportunities and pitfalls of prospecting for new sales accounts and illustrates the key points needed to meet this challenge through a teamwork approach. We see sales psychology used to maximum advantage. Fourteen minutes.

SC2-08003 $85.00

RESELLING OLD ACCOUNTS BY PHONE

W. B. Cavanaugh Company
P. O. Box 831
Columbia, Maryland 21044

How to recover old accounts and learn how they were lost. Provides information on how to hold new customers.

TT2-13004 $94.50

RETAIL SELLING PROGRAM

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

Complete in-house training program for retail employees and supervisors. Summarize essential points, generate discussion, or supplement existing training programs with these programs. Available individually or as a package program.

Preview each $3.00
Entire series $30.00

Titles:

1. Teamwork: Key to Sales and Success. Attitude training that motivates and encourages good working habits. Good orientation program. $35.00
2. Modern Cashiering Made Easy. Explains register operation by demonstrating use in typical check-out sales transactions. $25.00
3. Interviewing and Hiring Store Personnel. Demonstrates interviewing techniques needed to select qualified store personnel. $25.00
4. Paper Shrinkage - Spot It Stop It. Uniquely illustrated expose of the multi-million dollar profit lost through shrinkages, and how it hurts retail personnel at every level. $25.00
5. Serving and Selling Problem Customers. How to properly motivate problem customers and turn them into good customers. $20.00
6. Problem Employees - Cause and Cure. Shows supervisors how to change problem employees into profitable workers. $20.00
7. Modern Section Care Builds Sales. Relationship between counter care and sales demonstrated; personal care tactfully treated. $20.00
8. A New Look at Your Job. Introduces new salespersons to their jobs; suitable for modern chain operations. $15.00
9. Store Rules Make Good Sense. Straighforward treatment of absenteeism, tardiness, grooming, lost and found, etc. $15.00
10. How to Serve the Customer in a Quick Service Store. Demonstrates seven cues to customer service in a quick service store. $15.00
11. Shoplifting. The Plot Against You. Pilferage "cost" related to store and employee well-being. $15.00
12. Get On the Ball, Stop Shrinkage. A war on waste; watch the money, merchandise, customers, equipment - and yourself. $15.00
13. The Sure Cure for the Luncheonette Service Blues. Proper attire, counter set-up and care, sanitary food handling, service, etc. $15.00
14. The Power of Store Morals. For supervisors: describes teaching traits and four steps to motivating employees. $15.00
15. Getting the New Employee Started on the Right Foot. For supervisors: deals with "first day survival" and proper store "climate." $15.00
16. Teaching a New Employee His Job. For supervisors: describes teaching traits and four steps in job instruction. $15.00

Purchase (Complete Program of 16 filmstrips with audiocassettes in binder) $300.00
Purchase-in slide format - add - per title $6.50

RETAIL SELLING SYSTEM

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

Complete sales course for retail selling.

1. No Second Chance at a First Impression
2. How to Build a Bigger Order
3. No Business Without Show Business
4. Closing - It's the Only Thing
5. Turning Objectives into Benefits
6. Planned Creative Selling
7. How to Sell by Asking Questions
8. The Vital Force

Complete program $125.00

THE SALES CLERK, STOCK PERSON AND ASSISTANT STORE MANAGER

Career Aids, Inc.
8950 Lurline Avenue
Department F-57
Chatsworth, California 91311

The specifics of each occupation are examined as well as the interdependence among all retailing careers. Job mobility, employment options and training are discussed.

CX559 Color filmstrip, cassette, guide $27.50

SALESMANSHIP

Vocational Education Media Center
10 Tillman Hall
Clemson University
Clemson, South Carolina 29631

A set of 22 transparencies presenting the salesman, proper attitudes of the salesman, proper approach to the customer, and steps in selling. It also includes overcoming the customer's resistance to purchasing and possible reasons for failure to close a sale.

3/9/69 $4.00

SALESMANSHIP

Career Aids, Inc.
8950 Lurline Avenue
Department F-57
Chatsworth, California 91311

A very complete and comprehensive program covering the entire field of selling, from earliest times to present. Virtually all aspects of business, as they relate to selling, are discussed and analyzed and special devices, techniques, and psychological factors are viewed and applied, after the student has been given a sound foundation.

NB130800 30 Lessons on 15 Cassettes, Syllabus, Tests, Keys to Syllabus and Tests $206.40
NB216782 Additional Syllabus $5.65

SALES PEOPLE

Career Aids, Inc.
8950 Lurline Avenue
Department F-57
Chatsworth, California 91311

Shows sales people in action, discusses desirable personality traits, customer interface and sales techniques. Program consists of a color filmstrip with cassette.

RM6802 $30.00

THE SALE THAT TURNED THE TIDE

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Altanta, Georgia 30326

Teaches the art of suggestive selling; animated.

Complete program (1 filmstrip with audiocassette) $37.50

SALES TRAINING

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

Development Digest's program of experts on sales training.

1. How Competent Sales Managers Develop Self-Directed and Motivated Salesmen
2. Transactional Analysis Customer Treatment Program (2 cassettes)
3. How to Set Relevant/Targeted Sales Training Objectives
4. Dimensional Training
5. New Sales Trainer (2 cassettes)

Each tape $13.75
Complete series of 7 $96.25

THE SCIENCE OF SELLING

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

A program of cassette tapes and response books based on the behavioral science approach to selling. With 18 cassette tapes, 18 response books and albums.

1-4 Basic Rules of Successful Selling
2-The Selling Process
3&4-Personality Styles
5&6-Active Listening & Reflection
7-When and How to Use Questions
8-Cooling Anger & Handling Wholesale Objections
9-Communicating On All Levels
10&11-The Approach
12-The Investigation
13&14-The Sales Presentation
15&16-Handling Objections
17-Buying Signals & Trial Close
18-The Close

Complete program $183.00

SELLING BY TELEPHONE AND HOW TO DO IT

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

Complete training package teaches call planning and execution to reduce sales costs; trains the trainer; uses role playing and simulations. Emphasizes telephone selling as preparation or substitute for sales calls.

Complete program (two audiocassettes, student workbook, role-play material, trainer's guide) $300.00

SELLING COST AND PRODUCTIVITY

Career Aids, Inc.
8950 Lurline Avenue
Department F-57
Chatsworth, California 91311

The economics of productivity and its measurement are traced in this highly colorful tale of OG THE FROG. The relationship of selling cost, items sold and payroll dollars is shown. Program consists of a color filmstrip with cassette.

RM6803 $30.00

SELLING: A GOOD WAY TO EARN A LIVING

Career Aids, Inc.
8950 Lurline Avenue
Department F-57
Chatsworth, California 91311

Designed to teach business education students the art of industrial selling, with studies of realistic, entry-level jobs in widely varying fields.
Topics include: What is a Salesman? Look at the Sales Job; Getting the Job; Keeping the Job; Getting Ahead; Buyers Who, Why and Where; Know the Product, Competition, Customer; The Salescall; Benefit Selling; Overcoming Objections and Closing; How to Keep Customers. Program consists of 2 filmstrips, cassette, 24 student books, spirit duplicating masters, picture cards, role-play dialogues, posters.

ED572 $86.00

SELLING THE GREAT CAREER

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

Basic sales training; modern with realistic photographs; contains leader's guide.

1. Wanted Alive
2. Of Time & Territory
3. Anatomy of a Sale
4. The Strategy of Persuasion
5. The Moment of Truth
6. Putting it all Together

Complete program-filmstrip $350.00

SELLING SUCCESSFULLY BY TELEPHONE

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

Step by step program to get your sales staff contacting for more customers and closing more sales at a fraction of the cost of the average sales call. It covers how to prospect, when to contact them, and how to contact them.

Complete program: 4 audiocassette tapes with 2 workbooks and album $99.50

STOP THE SHORT CHANGE ARTIST

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

How to spot short change artists and the step-by-step methods they employ. It teaches how to stop these crooks cold, without personal or business risk.

Complete program - 2 color filmstrips with audiocassette tapes $45.00
2 audiocassettes only $12.95

STRATEGIES FOR SUCCESSFUL SELLING

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

Training in the psychological aspects of selling as well as developing sales strategy.
Includes:

1. The Professional Nature of Selling
2. The Self Image Concepts in Selling
3. Status Symbols - Key to Understanding the Self Image
4. A Belief System for Successful Selling

Compete program (4 audiocassettes) $30.00

SUCCESSFUL SELLING SERIES

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

The basics of successful selling. Shows the wrong way with "Almost Al" and the right way with "Marvelous Mary". Teaches a systematic approach to selling.

1. Approach
2. Problem Identification
3. Solution
4. Close
5. Handling Objections
6. Prospecting
7. Time Control

Complete program - 7 color filmstrips and cassettes w/guide $350.00

SUCCESSFUL SELLING THROUGH MBO

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

Audio-cassette tape program. Four tapes and workbook present 8 quarter-hour workshop sessions. The results-centered system applied to sales effectiveness.

Complete set (4 audio-cassette tapes and workbook) $85.00

TAKING TELEPHONE ORDERS

W. B. Cavanaugh Company
P. O. Box 831
Columbia, Maryland 21044

Taking orders is two-way communications. How to insure understanding and gain mutual satisfaction.

TT2-13009 $94.50

TECHNIQUES AND TACTICS OF PROFESSIONAL SELLING

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

1. The Salesman: The Gas & Oil of Free Enterprise
   The Power & Meaning of Personal Development
2. Profitable Prospecting - Part I
   Profitable Prospecting - Part II
3. Profitable Prospecting - Part III
   The Presentation: The Heart of the Sale
4. Effective Objection Handling
   The Name of the Game is Closing
5. Common-Sense Money-Makers - Part I
   Common-Sense Money-Makers - Part II
6. Time Control
   Your Mental Attitude

Complete program - with workbook and album $75.00

TELEPHONE PROSPECTING FOR GREATER SUCCESS

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

Teaches you to improve your ability to make sales appointments by telephone, using tested methods.

Complete program (4 audiocassettes with workbook in binder) $49.50

TEN STEPS OF A PLANNED SALES PRESENTATION

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This reel-to-reel tape is a sales training item that could be used by a large group or individual student. It is an enthusiastic presentation of 10 selling tips to motivate sales trainees presented by Cloyd Steinmetz, a top salesman and sales trainer. (1972)

C-WI $5.00

THE THREE KEYS

Career Aids, Inc.
8950 Lurline Avenue
Department F-57
Chatsworth, California 91311

Why a salesperson's knowledge of products and their benefits are vital to effective selling; enthusiasm; overcoming price objections.

CWCS106 4 cassettes, quizzes, answer cards $23.50

T'IS THE SEASON TO BE SELLING

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This bulletin board suggests using good sales techniques during the Christmas rush so that your customers will be as happy with their shopping as possible. It features Santa and a variety of Christmas gifts. (1973)

C-G5 $2.00

WHAT IT TAKES TO MAKE 'EM BUY

Career Aids, Inc.
8950 Lurline Avenue
Department F-57
Chatsworth, California 91311

"V.I.P." AND "YOU" approaches; unrecognized wants lead to more sales; trial questions in closings; providing benefits.

CWCS107 4 cassettes, quizzes, answer cards $23.50

THE WINNING WORDS OF WILBUR POE

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

Trains salesmen to put more "sell" into letters. Teaches through a story format, and includes questions and multiple-choice answers on the one side of each audiocassette.

1. How to Inject Sincerity and Enthusiasm into Every Letter
2. Quickly Planning a Letter
3. Winning Readers' Cooperation
4. How to Involve the Reader Personally
5. Important Steps in Answering Inquiries
6. Review of Highlights of Entire Program

Complete series $34.50

WORKSHOP FOR SALES PROFESSIONALS

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

John Wolfe speaks, based on his book "Sell Like An Ace, Live Like A King". Twelve chapters are presented on six cassettes, focusing strongly on sales basics.

Complete program (6 audiocassettes in album) $59.00

COLLECTING PAST DUE ACCOUNTS BY PHONE

W. B. Cavanaugh Company
P. O. Box 831
Columbia, Maryland 21044

Highly practical and demonstrably effective. Supplies backbone and successful practices that bring cash results.

TT2-13007 $94.50

CUSTOMER CONTACT POSTERS

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

Posters:
Colorful posters remind employees that "Your real boss is the customer" and "The best way to have a better job is to do a better job", "Make the customer's visit the highlight of his day." "A satisfied customer is your best advertisement," "Winning arguments usually means losing sales," "Set your heart on serving, selling will take care of itself," "We need to keep customers, not just get customers," "Success in business is never an accident," "Enthusiasm adds pleasure to any job," "Take care of the little things and the big things will take care of themselves," "Be a creative salesman, not just an order-taker," "Our customers are not dependent on us, we are dependent on them," and "Quality and service are easy to promise - but hard to deliver - work on it" are the other messages.

Complete set (13 two-color posters) $10.00

CUSTOMER CONTACTS

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

A series of 5 color filmstrips with records stressing the importance of the "Boss" - the Customer. This program is suitable for retailers, banks, and other organizations whose employees constantly deal with customer.

1. How to Please the Boss - The Customer
2. Getting Off On the Right Foot
3. You Take the Lead
4. The Soft Answer Turneth Away Wrath
5. It Takes Teamwork

Complete program: Filmstrip $250.00
Preview $25.00

THE CUSTOMER AND ME

W. B. Cavanaugh Company
P. O. Box 831
Columbia, Maryland 21044

By knowing my own mood and sensing the customer's real feelings, I can help to make our business contacts more effective.

SC9-05011 $120.00

THE CUSTOMER SERVICE REPRESENTATIVE AND FIELD INTERVIEWER

Career Aids, Inc.
8950 Lurline Avenue
Department F-57
Chatsworth, California 91311

These careers satisfy two important needs - public relations and preference analysis, helping companies meet needs and improve their image.

CX556 Color filmstrip, cassette guide $27.50

THE CUSTOMER AND YOU - CONTROLLING THE INTERVIEW

Universal Education and Visual Arts
P. O. Box 8705
100 Universal City Plaza
Universal City, California 91608

Details the role of the salesman as listener and investigator.

5890 27 minutes b/w $324.00

THE CUSTOMER AND YOU - SELLING BENEFITS

Universal Education and Visual Arts
P. O. Box 8705
100 Universal City Plaza
Universal City, California 91608

Why it is important that the salesman have a complete knowledge of what he is selling and what the product or service can do.

5893 21 minutes,b/w $324.00

THE CUSTOMER AND YOU - TWO-WAY COMMUNICATION

Universal Education and Visual Arts
P. O. Box 8705
100 Universal City Plaza
Universal City, California 91608

Demonstrates the essentials for effective communication. Trainees are shown how to ask questions; listen; treat contacts and prospects as people; keep tuned in to the customer's needs, and speak the same language as the customer.

3964 25 minutes,b/w $324.00

DEVELOPING A WINNING PERSONALITY

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

A pleasing personality is not enough; a winning sales personality enables a salesman to reach his highest sales goals. Filmstrip gives methods for developing the winning sales personality.

Complete program (one filmstrip with audiocassette) $42.50

DISTRIBUTIVE EDUCATION CURRICULUM - HUMAN RELATIONS IN MARKETING AND DISTRIBUTION, INSTRUCTOR'S GUIDE

ERIC Document Reproduction Service
P. O. Box 190
Arlington, Virginia 22210

Twenty lesson plans on human relations in marketing and distribution are presented in this performance-based curriculum unit for distributive education. This unit is self-contained and consists of the following components: introduction (provides overview of unit content and describes why mastery of the objectives is important); performance objectives; pre-assessment instrument (class discussion); unit outline (table of contents, time required for the unit, and materials and resources needed). Lesson plans generally include student information sheets, assignment sheets, and teacher materials (e.g., transparency masters). Lesson plan topics include values clarification, occupational ranking, personality traits, employee attitudes, change, creativity, employer employee relationship, job success, and human relations problems. The unit also contains a post-assessment with answer key related to the enabling objectives and a unit evaluation (student completes the Organization Behavior Describer Survey).

ED 170462 (MF) $.98

DISTRIBUTIVE EDUCATION - CUSTOMER SERVICES: INSTRUCTOR'S CURRICULUM

ERIC Document Reproduction Service
P. O. Box 190
Arlington, Virginia 22210

This distributive education performance-based instructional unit on customer services contains six lesson plans, each based on a 55-minute class period. The lesson plans cover the following information: (1) purpose of customer services; (2) types of customer services; (3) the influence customer services has on the store's image; (4) the costs involved in offering different customer services; (5) who ultimately pays for customer services; and (6) types of retail stores and the customer services offered by each type. Each unit includes most of the following elements: information sheets, assignment sheets, transparency masters, key and answer sheets, and teacher reference sheets. A list of terminal and enabling objectives and a pre-assessment instrument and key precede the lesson plans. Optional activities, a bibliography, a post-assessment instrument, and key and unit evaluation are included at the end of the unit.

ED 177312 (MF) $.98

DISTRIBUTIVE EDUCATION - HUMAN RELATIONS ON THE JOB, CURRICULUM

ERIC Document Reproduction Service
P. O. Box 190
Arlington, Virginia 22210

Eighteen lesson plans on human relations are presented in this performance-based curriculum unit for distributive education. This unit is self-contained and consists of the following documents: introduction (provides overview of unit content and describes why mastery of the objectives is important); performance objectives; pre-assessment instrument (group question and answer session); and unit outline (table of contents, time required for the unit, and materials and resources needed). Lesson plans generally include student information sheets, assignment sheets, and teacher materials (e.g., transparency masters). Lesson plan topics include employee-employer expectations, work habits, personal appearance, employee attitudes, company policies, job performance, and case studies. The unit also contains a post-assessment (with answer key) related to the enabling objectives and a unit evaluation (student's human relations skills are evaluated by employer on the job).

ED 170455 (MF) $.98

GOOD MORNING, CUSTOMER SERVICE

W. B. Cavanaugh Company
P. O. Box 831
Columbia, Maryland 21044

In telephone conversations I can't see the customer and he can't see me, so I need additional techniques to avoid problems.

SC9-05012 $120.00

GOOD PUBLIC RELATIONS ON THE TELEPHONE

W. B. Cavanaugh Company
P. O. Box 831
Columbia, Maryland 21044

Why your organization's image can be improved or hurt by your telephone practices.

TT2-13002 $94.50

HANDLING CUSTOMERS EFFECTIVELY

W. B. Cavanaugh Company
P. O. Box 831
Columbia, Maryland 21044

Effective methods and procedures for addressing and transacting with customers. Strategies for avoiding unproductive customer communication. Suggestions for dealing with the angry customer.

SC9-05014 $120.00

HUMAN RELATIONS GAMES

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This group of four games teaches the principles of cooperation, goal setting, group consensus and communication in a way that students will understand and enjoy. The directions for using the games and necessary materials are included.

C-E3, 60 pages, 1973 $2.00

NEW DIMENSIONS FOR TODAY

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

Shares innovative ideas in human relations, sales, and management; from live seminars.

Complete program (4 audiocassettes in album) $59.00

PRINCIPLES OF PERSUASION

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

Training for the experienced salesman; uses programmed instruction workbook for individual instruction.

1. The Business of Selling
2. The Rules of the Game
3. Creating a Selling Climate
4. Successful Opening Techniques
5. Planning Effective Demonstrations
6. Getting the Customer into the Act

7. Handling Early Objections
8. Turning Objections into Sales
9. Developing Closing Awareness
10. Improving Your Closing Technique
11. Post Sale Activity
12. Building A Productive Territory

Complete program - with album and notebook $150.00

SALES, HUMAN ENGINEERING, MOTIVATION COURSE

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

1. What This Course Can Do For You
   Why Be A Salesman
2. Prospecting
   The Presentation
3. Harmonizing With Objections
4. Human Engineering Principles of Selling
5. Human Engineering Principles of Selling
   Finalizing the Sale Through Trial Closes
6. Closing Techniques
   Time Management

Complete program with album $49.00

SUCCESSFUL SERVICE SERIES

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

A series of 3 color filmstrips with cassette tapes on customer relations. Aimed at employees who deal with the public whether in sales or service.

1. Meet Yourself
2. Meet Your Attitudes
3. Meet Your Friends

Complete series $150.00

A WINNING SALES PERSONALITY

W. B. Cavanaugh Company
P. O. Box 831
Columbia, Maryland 21044

Through dramatization, this program brings to light various shortcomings of sales personalities. After a brief discussion on how to recognize and correct these shortcomings, we see the same sales call, only this time using all the good sales personality traits. Sixteen minutes.

SC2-08001 $85.00

YOU AND YOUR CUSTOMERS

National AudioVisual Center
National Archives and Records Service
General Services Administration
Order Section/DB
Washington, D. C. 20409

An invaluable aid to small retailers and students alike, this film dramatizes several typical situations involving customer relations that may be encountered in the course of a typical business day. The program has been designed to stimulate audience involvement, with the opportunity provided to stop the film for discussion among the viewers before possible solutions to the problems presented on the screen are shown.

16mm Film, 14 minutes, color, 1970
826720/DB Sale $81.25
Rental $12.50

ADVERTISING

Career Aids, Inc.
8950 Lurline Avenue
Department F-57
Chatsworth, California 91311

How advertising influences supply and demand, the purposes of packaging. Five transparencies, fifteen overlays.

DX-DIS-7	$40.00

THE ADVERTISING ASSISTANT

Career Aids, Inc.
8950 Lurline Avenue
Department F-57
Chatsworth, California 91311

This person may work for a large department store, an ad agency, or for a manufacturer. The skills involved are discussed, along with other aspects of the job.

CX554 Color filmstrip, cassette, guide	$27.50

THE ADVERTISING QUESTION

National AudioVisual Center
National Archives and Records Service
General Services Administration
Order Section/DB
Washington, D. C. 20409

Designed to correct some of the misconceptions and to change some of the personal attitudes that many small businessmen display toward advertising, this useful film examines the value of retail advertising in general and presents practical examples of a number of techniques used in actual business situations to emphasize specific points.

16mm Film, 14 minutes, color, 1967

118520/DB Sale	$81.25
Rental	$12.50

ADVERTISING SERVICES MODULE - A SECOND-LEVEL OPTION FOR DISTRIBUTION AND MARKETING

ERIC Document Reproduction Service
P. O. Box 190
Arlington, Virginia 22210

Developed as a second level option to follow an introductory course in marketing and distribution, or as an advanced course in continuing education, this guide outlines principles and practices needed by persons who wish to enter the field of advertising services or for individuals who desire to upgrade their skills in this area. The content, built on a base of elementary understandings, is designed to permit the student to apply his or her knowledge and skills at each step of the educational process. The introductory section covers employment demands, instructional administrative considerations, facilities, student attributes, course format, teaching suggestions, and expected outcomes. The five units are titled Advertising - An Overview, Factors Influencing Creation of Advertisements, Advertising Media, The Campaign, and Advertising Layout and Copy. Each unit contains performance objectives and a content outline with corresponding suggested activities. A list of resources is also included.

ED 135945	(MF)	$.98

DEVELOPING COMPETENCY-BASED ACTIVITIES AND EVALUATION INSTRUMENTS FOR THE ADVERTISING SERVICE AREA OF DISTRIBUTION

ERIC Document Reproduction Service
P. O. Box 190
Arlington, Virginia 22210

To provide materials for a national exchange program and a Pennsylvania activities bank, a project was designed to produce materials for teacher-coordinators of high school distributive education. The project objectives were to (1) review and evaluate competencies necessary for advertising service careers, (2) develop activities and evaluative instruments for students, (3) evaluate activities and evaluative instruments, and (4) review the materials, if necessary, and prepare them for distribution to teacher-coordinators. Accomplishment of these objectives was evaluated positively. The project procedure involved the project coordinator, one editor, three consultants, and fourteen teacher-coordinators who participated in three writing workshops to develop competency-based materials for ten service areas: advertising, communications, display, human relations, mathematics, merchandising, product and service technology, operations, management, and selling. Competency areas were divided into two levels. Master Employee and Manager Owner. Participants produced forty-two activities and evaluative instruments. The activities designed for use in competitive events were written using a format based upon the National Distributive Education Clubs of America (DECA) criteria. (Appendixes contain a statement on competency ranking for advertising services, format for writing competency-based series events, written event check-off list, seven sample writing formats, and a validation form).

ED 158009	(MF)	$.98

FUNDAMENTALS OF RETAIL NEWSPAPER ADVERTISING

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

Fundamentals of Retail Newspaper Advertising provides step-by-step analysis of the five basic components that contribute to the effectiveness of any retail newspaper advertisement.
Why do retailers favor newspaper advertising above all other media? Pinpoints the reasons for advertising success, and also the limitations of retail newspaper ads. Comprehensively detailed are the four essentials of successful advertising: attracting attention, arousing interest, creating desire, stimulating action. In-depth attention is given to the basics of any effective newspaper ad: the headline, the illustration, the copy, the layout, and the identification.

40 slides - b/w and color, 35mm
Plus: audio cassette;
teaching aids $90.00

PROMOTIONAL BULLETIN BOARDS (SET OF EIGHT)

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

An assortment of bulletin boards available to help recruit new distributive education students. We recommend them for use in hallway displays, guidance offices, or academic classrooms used by freshman or sophomore students. Other business classrooms, typing rooms, etc. are ideal places to begin promoting the D.E. name. These bulletin boards will be especially effective when used along with "Check Us Out" and "Tomorrow is Now." Available individually, each bulletin board is described elsewhere.

A) D.E. Teaches Marketing in the Nation's Schools
B) Get Yourself Together for a Career in Marketing
C) D.E. is Marketing
D) D.E. is Growth
E) D.E. is Experience
F) D.E. is Careers
G) D.E. is Local Activities
H) D.E. is Competition

$15.00

PROMOTION/INTRODUCTION

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

Eighteen 35mm slides with script. An explanation of the function of promotion as part of the distribution process is cleverly done with the aid of a cartoon figure. A script is provided which supplements well this excellent series.

C-X6	$5.00

PUTTING IT TOGETHER

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

An instructional package to aid the

coordinator in teaching basic procedures and techniques of newspaper advertising layout and design. The entire 109 page unit includes an instructional outline, references for further investigation, student handouts, and transparency masters. In addition, 80 35mm slides may be purchased separately which illustrate each of the ads and concepts covered. Although not essential to the unit, the slides add greatly to the acceptance and retention of the material. These 80 slides tie in directly with the manual by the same name which should be ordered separately for $3.00. The slides are not essential to teaching the advertising unit, but add greatly to the understanding and retention of each of the advertising principles covered.

C-W4	(slides)	$25.00
A-C6	(manual)	$3.00

TRANSPARENCIES FOR ADVERTISING AND THE PSYCHOLOGY OF BUYING

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

Appropriate for any level of instruction, these multi-color transparencies offer insights into every facet of advertising and related marketing concepts. Volume I (25 transparencies and 10 teacher guide notes) covers consumer demand, motivation, and habits. Volume II (30 visuals and 10 guide notes) treats such topics as informal and formal research, experimentation, and packaging research techniques. Volume III (32 visuals and 10 guide notes) deals with advertising strategies, the role of advertising in selling, the selection of media, and the allocation of the advertising dollar. Volume IV (23 transparencies and 9 guide notes) depicts the entire cycle of the creation of advertising. Included is a do-it-yourself ad that students create at the projector.

86105-6 Set of transparencies: Volumes I-IV, Flipatran Viewer Stage, storage case,1972	$378.00
86106-4 Volume I: Consumer Behavior	$105.00
86107-2 Volume II: Marketing Research	$105.00
86108-0 Volume III: Advertising Principles	$105.00
86109-9 Volume IV: Creating the Advertisement	$105.00

YOU BE THE JUDGE: ADVERTISING

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This 40 page booklet includes ten 35mm slides of newspaper ads and the materials necessary to help a student judge the ad in the same terms used in the National DECA advertising competition. This would be used to round out a unit in advertising and comes complete with 10 transparency originals of the expert judges' rating of each of 10 ads.

A-F2, 1973	$4.00

DISTRIBUTIVE EDUCATION - MATHEMATICS, INSTRUCTOR'S CURRICULUM

ERIC Document Reproduction Service
P. O. Box 190
Arlington, Virginia 22210

Eight lesson plans on mathematics are presented in this performance-based curriculum unit for distributive education. This unit is self-contained and consists of the following components: introduction (provides overview of unit content and describes why mastery of the objectives is important); performance objectives; pre-assessment instrument (with answer key); and unit outline (table of contents, time required for unit, and materials and resources needed). Lesson plans generally include student information sheets, assignment sheets, and teacher materials (e.g., transparency masters). Lesson plan topics include rounding off numbers, decimals, percentages, figuring salaries, commissions, figuring sales tax, and discounts. The unit also contains a post-assessment with answer key related to the enabling objectives and a unit evaluation.

ED 170460
MF $ .98

INDIVIDUALIZED MATH PROBLEMS IN MARKETING - OREGON VO-TECH MATHEMATICS PROBLEM SETS

ERIC Document Reproduction Service
P. O. Box 190
Arlington, Virginia 22210

This booklet, developed by the Oregon Vo-Tech Math Project, contains a broad range of mathematical problems used related to vocations in the area of marketing. Solutions to all problems are included. Problems included involve whole numbers, fractions, decimals, measurement, solution of equations, logarithms, and percent.

ED 123075
MF $ .98

MERCHANDISING MATHEMATICS

Career Aids, Inc.
8950 Lurline Avenue, Dept. F-57
Chatsworth, California 91311

The formulas, codes and conversions used in setting prices. 4 transparencies, 13 overlays.

DX-DIS-3 $32.50

CAREERS IN COMMUNICATIONS: DISTRIBUTIVE OCCUPATIONS

Career Aids, Inc.
8950 Lurline Avenue, Dept. F-57
Chatsworth, California 91311

Realistic approach to careers in advertising, broadcasting, graphics, print and non-print publishing. Students learn what types of skills, educational backgrounds, and personal ambitions are common to the staff or freelance professional.

PX882, 5 Color Filmstrips, Program Guide, with 5 Cassettes $129.00

COMMUNICATIONS

ERIC Document Reproduction Service
P. O. Box 190
Arlington, Virginia 22210

This manual, prepared by a distributive education (DE) class at Delaware State College, was designed for use by DE teacher-coordinators who teach communication skills. Included are lessons, activities, and resource materials relating to the following communication skills: functional speaking, written communication, telephone etiquette, customer greetings, nonverbal communication, and listening. The study unit is presented in a series of self-contained sections, allowing the teacher-coordinator to teach the whole as a comprehensive unit or parts as review or as short, supplemental units.

ED 130370
MF $ .98

COMMUNICATIONS

Career Aids, Inc.
8950 Lurline Avenue, Dept. F-57
Chatsworth, California 91311

Improving sales by improving communications; influencing people; overcoming problems.

CWCS115, 4 Cassettes, quizzes, answer cards $23.50

COMMUNICATIONS FOR SUPERVISORS

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

Use this six-session unit outline to present a communications training program for the businesses in your community. The package includes a step-by-step teaching outline and 29 supplemental handouts or transparency masters. The tape is available for use in the format of the training sessions. Much of the material in this manual is quite usable with high school students also.

C-H4, 115 pages, 1974 $3.00
C-X7, Cassette Tape $5.00

DISTRIBUTIVE EDUCATION - COMMUNICATIONS, INSTRUCTOR'S CURRICULUM

ERIC Document Reproduction Service
P. O. Box 190
Arlington, Virginia 22210

Sixteen lesson plans on communications are presented in this performance-based curriculum unit for distributive education. This unit is self-contained and consists of the following components: introduction (provides overview of unit content and describes why mastery of the objectives is important); performance objectives; pre-assessment instrument (with answer key); and unit outline (table of contents, time required for the unit, and materials and resources needed). Lesson plans generally include student information sheets, assignment sheets, and teacher materials (e.g., transparency masters). Lesson plan topics include lestening to and following directions; communication process; delegating authority; spelling, speaking, and writing; giving a speech; business introductions; and sales clerk-customer interaction. The unit also contains a post-assessment with answer key related to the enabling objectives and a unit evaluation (student will prepare and deliver a three to five-minute speech).

DE 170459
MF $ .98

HANDLING COMPLAINTS BY PHONE

W. B. Cavanaugh Company
P. O. Box 831
Columbia, Maryland 21044

A troublesome problem every organization experiences. How to turn it to an advantages - build an easy answer reference file.

TT2-13008	$94.50

NON-VERBAL COMMUNICATION IN THE EXECUTIVE SUITE AND SALES AND MARKETING

Thompson-Mitchell & Associates
3384 Peachtree Road, N.E.
Atlanta, Georgia 30326

Dr. Dorothy Shaffer on the art of understanding non-verbal communication for managers and for those in sales.

Complete program: 2 audiocassettes with album	$18.00

RECEPTION TO A BUSINESS TELEPHONE CALL

W. B. Cavanaugh Company
P. O. Box 831
Columbia, Maryland 21044

Training starts preceding the call, then the responses, and finally the conclusion. Helpful for clerks to General Managers.

TT2-13001	$94.50

TELEPHONE ETIQUETTE

W. B. Cavanaugh Company
P. O. Box 831
Columbia, Maryland 21044

Approved methods for answering company telephones. Suggestions for handling callers who must be put on hold, callers who are upset, quoting company policies and general do's and don'ts.

TT9-05011	$120.00

HOW TO CREATE EFFECTIVE WINDOW DISPLAYS

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

HOW TO CREATE EFFECTIVE WINDOW DISPLAYS is a 6 part series that comprehensively analyzes all the critical elements that make up any successful window display.

Each program features on-location photography to illustrate successful retail window displays; other photography and artwork show exactly how to put an effective window display together.

Each program contains a summary of important principles, and specific do's and don'ts that help you create effective window displays.

Program I: Basic Rules in Planning an Effective Window Display

From store image to the six principles of display planning, this is a program of fundamentals. Coverage includes merchandise selection, color and lighting basics, display cleanliness. Detailed are the five basic areas of a display, and most importantly, how displays sell.

27 color slides (35mm)
Plus: audio cassette; teaching aids $55.00

Program II: How to Use Color, Line, and Design in Window Displays

What are the characteristics of the four basic types of lines? How do size and space effect displays? Here, you get an in-depth treatment of color, plus material on texture, balance, rhythm, merchandise arrangements, and much more.

52 color slieds (35mm)
Plus: audio cassette; teaching aids $95.00

Program III: How to Use Fabrics in Window Displays

This program focuses on how to best use fabric materials in making backgrounds and panels, and in dealing with the problem corners of a window. You get specific and detailed instructions on gathering and pleating, "extending the display," "mock" pleating, and more.

21 color slides (35mm)
Plus: audio cassette; teaching aids $50.00

Program IV: Making Paper Work For You in Window Displays

Here you get specifics on many time-saving display aids such as puffing foil, seamless paper for backgrounds, and corrugated display paper for hard goods windows. Also covered are mobiles, different methods and materials for utilizing floor space, and the use of scrolls.

34 color slides (35mm)
Plus: audio cassette; teaching aids $70.00

Program V: How to Use Lighting and and Props in Window Displays

See how lighting can create mood, and enhance the appearance of merchandise. In-depth coverage details primary, secondary, and atmospheric lighting. Also provided is specific advice on the use of various props, such as flower arrangements, platforms, and circles for floor display.

30 color slides (35mm)
Plus: audio cassette; teaching aids $60.00

WINDOW DISPLAY

Career Aids, Inc.
8950 Lurline Avenue, Dept. F-57
Chatsworth, California 91311

Five types of window display detailed. 5 transparencies, 8 overlays.

DX-DIS-2 $27.00

YOU BE THE JUDGE: DISPLAY

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

Designed as a project for students of display, this packet includes a 22-page teaching outline on principles of display, student handout rating sheets (based on the National DECA competitive event), five 35mm slides of display windows rated by professionals, and 5 overhead transparency originals of the composite scores. The complete package would eliminate the need for a field trip in learning to judge displays for National DECA competition. Thirty-five extra slides are keyed into the teaching outline and must be ordered separately.

B-F2, 1973	$3.00

YOU BE THE JUDGE: DISPLAY (ADDITIONAL SLIDES)

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

35 additional slides featuring all types of display - both exterior and interior. These slides were developed specially to accompany the booklet by the same name, which must be ordered separately for $3.00

A-X6	$3.00

THE BUYER AND ASSISTANT

Career Aids, Inc.
8950 Lurline Avenue
Department F-57
Chatsworth, California 91311

Covers employment possibilities and related careers, job mobility and skills of these people who must see that inventory meets demand in retailing.

CX555 Color filmstrip, cassette, guide $27.50

CAREERS IN MARKETING FILMSTRIP SERIES

Gregg/McGraw Hill
Princeton Road
Highstown. New Jersey 08520

These 4 sets of 3 filmstrips each explore the major distributive industries. They are designed to help students assess their own interests and aptitudes for work in particular areas of marketing and distribution. The program focuses primarily on values by exposing students to the work environment - the sights and sounds of on-the-job situations. The Teacher's Guide Notes included in each set, contain specific teaching suggestions for each of the 12 filmstrips.

87770-X Complete series, filmstrip sets 1-4, 1976 $378.00
87771-8 Set 1, Food Stores; Food Service; Hotel and Lodging $105.00
87772-6 Set 2, Automotive and Petroleum; Transportation; Hardware, Building Materials and Farm and Garden Supplies $105.00
87773-4 Set 3, Apparel and Accessories; Home Furnishings; Health and Beauty Products $105.00
87774-2 Set 4, Personal and Business Services; Finance, Credit, Insurance, and Real Estate; Leisure-Time Goods and Recreation Services $105.00

THE CAREERS IN RETAILING, MARKETING, AND SERVICE INDUSTRIES SERIES

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

The Careers In Retailing, Marketing, And Service Industries Series has one major focus: to help students explore a wide variety of job opportunities in a number of varied industries. Each individual program details:

- different job opportunities available in each industry plus realistic earning levels for each opportunity.
- the specific prerequisites necessary for a wide range of industry-related jobs.
- the best ways of acquiring the skills necessary to obtain specific jobs and prepare for job advancement.

Program I: Careers in Department Stores
This widely adopted program studies the training requirements, job responsiblities, and advancement possibilities in such varied areas as fashion, selling, advertising, display, and operations; jobs range from stock clerk to fashion coordinator to top management. A national survey - based on research gathered by Women's Wear Daily - samples opinions from key personnel leaders.

28 color slides (35mm), training aids, audio cassette $90.00

Program II: Careers in Food Merchandising
Covers a wide range of industry positions ranging from stockperson to management. Detailed are all the key managerial categories - meat, groceries, produce, dairy, non-food. Also included is material on recruiting and training practices by chains, the impact of new technology on industry growth, and the career outlook during the upcoming years.

32 color slides (35mm), teaching aids $80.00

Program III: Careers in Service Stations - From Attendant to Owner
Here's the full range of service station positions: managerial, clerical, mechanical, sales, public relations. Puts the industry in historical and economic perspective; it details service station basics, career training, supervisory skills, customer relations, and much more.

37 color slides (35mm),
teaching aids $80.00

Program IV: Careers in Fashion
Focuses on three key areas - design/production, retailing, and communications - and stresses skills that are transferable from one fashion occupation to another. Job possibilities cover textile design, patternmaking, fashion illustration, fashion buying, franchising, modeling, home sewing as a career, fashion promotion, fashion teaching.

34 color slides (35mm), teaching
aids, audio cassette $90.00

Program V: Careers in Home Furnishings
This program pays special attention to basic industry vocabulary, and also features material on school and on-the-job training, career mobility, and earnings potential. Details sales jobs, service jobs, promotion jobs; computer operations, product testing, inventory control, manufacturer's representation.

32 color slides (35mm),
teaching aids $85.00

Program VI: Careers in Food Service
Describes many job opportunites: baker, butcher, caterer, dietician, dishwasher, helper, salesperson, steward. Importantly, students are encouraged to develop skills transferable from one occupation to another. Detailed are jobs for women, getting started in the food service industry, and training people for food service careers.

38 color slides (35mm),
teaching aids $80.00

Program VII: Careers in Advertising
Here are the varied job opportunities - account executive, copywriter, and many more - and required qualifications, responsibilities, salary ranges, and potential for upward mobility. Includes many photos taken from actual situations at Benton and Bowles, Inc., one of the nation's ad agencies.

33 color slides (35mm),
teaching aids $90.00
Price for entire series $530.00

THE CREATIVE DISTRIBUTION SERIES

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

The Creative Distribution Series focuses on innovative merchandising strategies now being utilized by retailers. The series coverage includes departmental and all-store promotional efforts, customer service and how to meet customer demands, and creating new merchandise areas. Each of the 4 programs comes with audio cassettes plus printed commentary.

Program I: New Trends in Advertising, Promotion, and Display
Coverage details lighting, seasonal approaches, urban and ethnic promotions. Material is included on maintaining store image, why graphics are so important, impulse items, and various tricks of the promotion trade; highlights from all parts of the U. S., plus a few innovative and exciting items from overseas.

35 color slides (35mm), plus
audio cassette, teaching
aids $90.00

Program II: Promoting New Merchandise Areas
Features behind-the-scenes study of store promotional organization, and an authoritative resource list. Covers different merchandising appeals, such as to youth, and details how to create traffic, how to effectively use advertising, how to get customers involved. Also includes material on popular designs.

38 color slides (35mm), plus audio
cassette, teaching aids $90.00

Program III: Lessons in Marketing from Abroad

Material is presented from Western and Eastern Europe and Asia in an effort to relate foreign merchandising techniques to the American experience. Details unusual display and promotion ideas, outdoor selling, the youth market, discount store approaches, the hard-sell, and more.

36 color slides (35mm), plus audio cassette, teaching aids $90.00

Program IV: Profitable Merchandising Techniques

Features store services, good-will and money-making strategies, and unique merchandising combinations and layouts. Details effective retailing gimmicks, selling merchandise combinations, imaginative store departments, creating a fashion image, and more.

34 color slides (35mm), plus audio cassette, teaching aids $90.00
Note: School price for entire series $340.00

CREDIT PEOPLE

Career Aids, Inc.
8950 Lurline Avenue
Department F-57
Chatsworth, California 91311

Credit as a marketing tool, techniques employed by credit personnel, practices in consumer credit. Program consists of a color filmstrip with cassette.

RM6805 $30.00

D.E. IS MARKETING

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

One of a series of promotional bulletin boards, this one includes a graphic presentation of the subject matter most often taught in the distributive education classroom. Ideal for use in hallway displays, classroom, guidance offices - anywhere prospective students might see it!

B-F7, 1977 $2.00

D.E. TEACHES MARKETING IN THE NATION'S SCHOOLS

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

A large sized bulletin board designed to promote and explain distributive education on a bulletin board or display window background. It incorporates the curriculum sections in the IDECC (LAP's) system in case you are using it, but is equally usable by those who are not.

C-F7, 1975 $2.50

DEVELOPING EFFECTIVE SALES FORECASTS

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

Shows how-to and when-to develop forecasts. Current techniques and applications explained, as well as meanings and implications of forecasting results.

Complete program $295.00

DISTRIBUTIVE EDUCATION - CAREERS IN MARKETING, INSTRUCTOR'S CURRICULUM

ERIC Document Reproduction Service
P. O. Box 190
Arlington, Virginia 22210

Sixteen lesson plans on careers in marketing are presented in this performance-based curriculum unit for distributive education. This unit is self-contained and consists of the following components: introduction (provides overview of unit content and describes why mastery of the objectives is important); performance objectives; and unit outline (table of contents, time required for the unit, and materials and resources needed). Lesson plans generally include student information sheets, assignment sheets, and teacher materials (e.g., transparency masters). Lesson plan topics include self-analysis, interest inventory, occupational information, job skills, job progression, personal inventory, career planning. The unit also contains a post-assessment (with answer key) related to the enabling objectives and a unit evaluation (student writes a project report on career goals).

ED 170456 (MF) $.98

DISTRIBUTIVE EDUCATION - ECONOMICS OF MARKETING, INSTRUCTOR'S CURRICULUM

ERIC Document Reproduction Service
P. O. Box 190
Arlington, Virginia 22210

Twelve lesson plans on economics of marketing are presented in this performance-based curriculum unit for distributive education. This unit is self-contained and consists of the following components: introduction (provides overview of unit content and describes why mastery of the objectives is important); performance objectives; and unit outline (table of contents, time required for the unit, and materials and resources needed). Lesson plans generally include student information sheets, assignment sheets, and teacher materials (e.g., transparency masters). Lesson plan topics include marketing concepts, key distribution activities, industrial and consumer markets, market segmentation, channels of distribution, types of distributive businesses, and consumer psychology. The unit also contains a post-assessment with answer key related to the enabling objectives and a unit evaluation (student develops a marketing strategy).

ED 170461 (MF) $.98

DISTRIBUTIVE EDUCATION - PHYSICAL DISTRIBUTION, INSTRUCTOR'S CURRICULUM

ERIC Document Reproduction Service
P. O. Box 190
Arlington, Virginia 22210

This distributive education performance-based instructional unit is designed to help students understand the system of physical distribution and to act as an aid to guiding students in preparing for future careers in the transportation industry dealing with the retail, wholesale, and service occupations. (Physical distribution involves the moving and storage of goods, services, and people). This guide includes seven lesson plans, each based on 55-minute class periods. The lesson plans cover the following information; occupations in transportation pertaining to marketing and distribution; activities involved in warehousing and merchandise-handling; types of carriers used in transportation; the appropriate steps necessary to transport a product from a producer to the retail store; and the requirements necessary to enter specific transportation industry careers dealing with retail, wholesale, and service occupations. Each lesson plan includes most of the following items; information sheets, assignment sheets, transparency masters, key and answer sheets, and teacher reference sheets. A list of terminal and enabling objectives and pre-assessment instrument and key precede the lesson plans. Optional activities, a bibliography, a post-assessment instrument and key, and a unit evaluation are included at the end of the unit.

ED 177313 (MF) $.98
(HC) $3.98

FUN THINGS FOR LEARNING IN MARKETING/DISTRIBUTION AND FASHION

Career Aids, Inc.
8950 Lurline Avenue
Department F-57
Chatsworth, California 91311

Geometric and brainteaser puzzles designed to introduce, reinforce, review and evaluate critical concepts in distribution and fashion. Includes pencil puzzles, scrambles, word searches, winders, spirals, and numerous other types of puzzles.

Fun Things In Marketing/Distribution provides practice in risk and finance, marketing management, fashion merchandising, hotel/motel/restaurant, real estate and securities, warehousing and transportation, sales promotion, marketing research, petroleum, food distribution, recreation, DECA competitions.

Fun Things About Fashion provides practice in fashion careers, design, textiles, industrial sewing, buying, selling, apparel and accessories technology, fibers, weaves, clothing construction, men's clothing, research, comparison, shopping, packaging, trade publications, customer services, sales. Paper, 6" x 9" consumable books.

WT101 Student's Book, Marketing/Distribution	$3.50
WT111 Student's Book, Set of 10	$32.00
WT102 Teacher's Guide, Marketing/Distribution	$2.50
WT201 Student's Book, Fashion	$3.50
WT211 Student's Book, Set of 10	$32.00
WT202 Answer Book, Fashion	$2.50

GET YOURSELF TOGETHER FOR A CAREER IN MARKETING

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

Used in connection with the Career Information Unit, this bulletin board depicts 25 career areas related to the distributive education program.

A-G2, 1973 $2.50

LEWIS MERCHANDISE CONTROL KIT

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

This kit provides essential business forms that are currently being used by thousands of retailers to improve operating efficiency and increase profit margins. Also highly useful as training tools for D.E. students.

Form 1:	Six Month Merchandising Operation Record
Form 2:	Weekly Dollar Open-to-Buy Control
Form 3:	By Classification and Price Daily Sales Record
Form 4:	By Classification and Price Weekly Sales Record
Form 5:	Unit Control Record
Form 6:	Staple Stock Record
Form 7:	Required In-Stock Form
Form 8:	Staples Stock Record, by Size and Color
Form 9:	Customer's Request for Merchandise Not in Stock
Form 10:	Old Stock List

040-0 Provides several weeks supply of forms $7.50
Note: Quantity order for individual forms - 100 for $7.50

MARKETING AND DISTRIBUTIVE EDUCATION CURRICULUM PLANNING GUIDE

ERIC Reproduction Service
P. O. Box 190
Arlington, Virginia 22210

This planning guide in marketing and distributive education is designed to provide the curriculum coordinator and instructor with a basis for planning a comprehensive program in the career field of marketing. Such programs require competencies in sales, sales promotion, buying, transporting, storing, financing, marketing research, and management. The guide provides information in the following areas: need and scope of comprehensive marketing and distributive education programs; the competency-based curriculum; the secondary school curriculum; articulation; community college curriculum; and the program planning process. Eight curriculum guides have been developed to be used in conjunction with this planning guide and cover the following career areas: general marketing; general retail merchandising; food marketing; wholesaling; small business ownership and management; clothing apparel and accessories merchandising; home furnishings merchandising; and lodging-recreation and tourism (hospitality). (All eight curriculum guides are available in the ERIC System -- CE 017 039-040 and 017 042-043, and ED 114 560, ED 133 434, and ED 146 356-357).

ED 156859 (MF) $.98

MARKETING AND DISTRIBUTIVE EDUCATION - GENERAL MARKETING CURRICULUM GUIDE

ERIC Document Reproduction Service
P. O. Box 190
Arlington, Virginia 22210

This general marketing curriculum guide is the master publication in a series of four curriculum guides. The series is designed to provide the curriculum coordinator with a basis for planning a comprehensive program in the field of marketing as well as to provide marketing and distributive education teachers with maximum flexibility. This guide should be studied carefully before using the other guides (CE 017 039-040 and CE 017 043). The introductory section of this guide contains instructions for using all four guides, a bibliography for instructional materials referenced in all the guides, and a competency curriculum planning grid which indicates by instructional area all the competencies and in which guides they are located. This guide also contains the competencies and learning activities which are common to the three marketing occupations covered in the other guides: food marketing, wholesaling, and general retail merchandising. Common competencies and learning activities are identified for the following instructional areas: communications; human relations; marketing/economics; mathematics; management; merchandising; operations; product and/or service technology; and selling. A cluster instructional objective, suggested learning activities, and references are provided for each competency. A planning guide (CE 017 041) accompanies this series and four related business curriculum guides (ED 114 560, ED 133 435, and ED 146 356-357).

ED 156860 (MF) $.98

MARKETING AND DISTRIBUTIVE EDUCATION-GENERAL RETAIL MERCHANDISING CURRICULUM GUIDE

ERIC Document Reproduction Service
P. O. Box 190
Arlington, Virginia 22210

This document is one of four curriculum guides designed to provide the curriculum coordinator with a basis for planning a comprehensive program in the field of marketing as well as to provide marketing and distributive education teachers with maximum flexibility. Introductory information provides directions for using the guide and information on careers in general retail merchandising. This guide covers the following eleven areas of instruction: advertising, communications, display, human relations, marketing economics, management, mathematics, merchandising, operations, product and/or service technology, and selling. The basic format for each instructional area is the same and contains the following elements: cluster instructional objectives to facilitate the organization of instruction; the essential common and specialized competencies; suggested learning activities; and references. This marketing series includes a master guide on general marketing (CE 017 042) and three curriculum guides which cover general retail merchandising (CE 017 039), wholesaling (CE 017 040), and food marketing (CE 017 043). A planning guide (CE 017 041) accompanies this series and four related business curriculum guides (ED 114 560, ED 133 434, and ED 146 356-357).

ED 156857 (MF) $1.28

MARKETING AND DISTRIBUTIVE EDUCATION-WHOLESALING CURRICULUM GUIDE

ERIC Document Reproduction Service
P. O. Box 190
Arlington, Virginia 22210

This document is one of four curriculum guides designed to provide the curriculum coordinator with a basis for planning a comprehensive program in the field of marketing as well as to provide marketing and distributive education teachers with maximum flexibility. Introductory information provides directions for using the guide and information on careers in wholesaling. This guide covers the following nine areas of instruction: communications, human relations, marketing economics, management, mathematics, merchandising, operations, product and/or service technology, and selling. The basic format for each instructional area is the same and contains the following elements: cluster instructional objectives to facilitate the organization of instruction; essential common and specialized competencies; suggested learning activities; and references. This marketing series includes a master guide on general marketing (CE 017 042) and three curriculum guides, which cover general retail merchandising (CE 017 039), wholesaling

(CE 017 040), and food marketing (CE 017 043). A planning guide (CE 017 041) accompanies this series and four related business curriculum guides (ED 114 560, ED 133 434, and ED 140 356-357).

ED 156858 (MF) $.98

MARKETING PRINCIPLES TRANSPARENCIES

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

Designed to support marketing courses at any level of instruction, these multi-color transparencies develop marketing concepts central to the major marketing activities. Teacher's guide notes for each volume provide an overview of the range, depth, and meaning of marketing in modern business. Topics developed in Volume I (26 transparencies and 10 teacher's guide notes) include the functions, environment, strategies, and organization of marketing. A sliding visual depicting product movement from producer to consumer and a rotating disc visual outlining the selling process are special features of the first volume. Volume II (27 visuals and 11 guide notes) treats market coverage; the logistics of marketing; the role of wholesalers; and the structure of retailing. Special features are a sliding visual dramatizing distribution of industrial goods and a set of loose transparencies allowing flexible class presentations. Volume III (32 visuals and 10 guide notes) demonstrates what makes a product new; sources of ideas for new products; stages in the evaluation of new products; brand names; stages in a product's life cycle; and the function of packaging. Volume IV (28 visuals and 10 guide notes(covers pricing objectives and policies; price determination based on cost and demand; price variation during the life cycle; unfair pricing practices; and fair trade legislation.

86100-5 Set of transparencies, Volume I-IV, Flipatran Viewer Stage, storage case, 1972	$378.00
86101-3 Volume I: Fundamentals of Marketing	$105.00
86102-1 Volume II: Channels of Distribution	$105.00
86103-X Volume III: The Product	$105.00
86104-8 Volume IV: Pricing	$105.00

THE MARKETING PROCESS

Career Aids, Inc.
8950 Lurline Avenue
Department F-57
Chatsworth, California 91311

The structure, ownership, functions and channels of marketing. Three transparencies, 10 overlays.

DX-DIS-5 $25.75

MARKETING IN THE U.S.S.R.

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

Seventy-five slides which depict the Soviet economic system will help students visualize life in Russia. Compares and contrasts marketing in the U.S.S.R. with that in the U.S.A. Available on cassette (with both audible and inaudible advance signals) and reel-to-reel (audible signal only).

W5, 1978 $25.00

THE MERCHANDISING GAME

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This game is a simulation of a retail store operation which teaches the interrelationships between pricing, product demand, cost of goods, inventory and operating expenses. Each team makes decisions and then figures its monthly profit or loss based on their merchandising decisions. The manual includes master forms for the game and instruction and samples for teaching the game procedures.

B-E6, 27 pages, 1974 $2.00

MERCHANDISING MEN'S WEAR: A LOOK AT THE FUTURE

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

Merchandising Men's Wear: A Look At The Future is a survey of the ever-increasing number of men's wear consumers that comprehensively covers new customer lifestyles, fashion preferences, and favorite retail outlets. Analyzes why men's wear retail sales have grown so vigorously, who the new type of men's wear customer is, and what motivates him to buy. Each of six different customer categories is pinpointed. Special emphasis is given to fixturing techniques, store layout, and other merchandising innovations used to reach potential customers. There's also a knowledgeable prediction of future fashion styles and retailing patterns.

60 color slides (35mm), plus audio cassette, teaching aids	$110.00

MERCHANDISING SERIES

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

Designed to teach some basic principles and concepts of merchandising and retailing. Suitable for people in retailing or in distributive education.

1. The Department Store
2. Structure of a Department Store
3. Sales People
4. Selling Cost and Productivity
5. Credit
6. Credit People
7. Shoplifting

Complete program - 7 color filmstrips, with audiocassette tapes	$210.00
Each title @	$30.00

MODERN MERCHANDISING SERIES

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

The Modern Merchandising Series provides tried and true merchandising fundamentals, plus some of the newer, and more successful, trends in retailing and promotion. The series covers large and small retail operations. Each program comes with audio, plus printed commentary.

Program I: Boutiques: Small Shop, Big Impact
Come into a small, individualized New York boutique, and see why many customers shy away from the impersonality and discounting of mass merchandising. Learn how merchandise selection, decor, fixturing, and size can create a "boutique atmosphere." Coverage includes "the fashion scene," non-fashion merchandise, boutique chains, department store boutiques, exclusive specialty shops.

34 color slides (35mm), plus audio cassette, printed commentary, teaching aids	$74.00

Program II: Profile of a Modern Store
We can all learn from Macy's introduction of a functional and visually interesting unit which demonstrates the best in successful retailing. This program highlights architectural innovations, display and fixturing creativity, merchandising gimmicks - all the elements that make this one experience highly pertinent to the retailing scene in your community.

15 color slides (35mm), plus audio cassette, printed commentary, teaching aids	$38.00

Program III: Shopping Centers
What makes shopping centers so popular? This program visits centers from coast-to-coast, and focuses on retail operations, store diversity - large department stores and small boutiques selling every kind of merchandise - new architectural materials and shapes. Also: how downtown stores are meeting the new competition.

22 color slides (35mm), plus audio cassette, printed commentary, teaching aids	$52.00

Program IV: New Store Directions
Successful retailers never stand still. Coverage in this program details how even retailing giants must meet new challenges: how Bloomingdale's adapted to suburban shopping patterns; how J. C. Penney diversified its merchandise assortment; how Macy's decides when and where to use a discounter approach; how Montgomery Ward developed a fashion image; and more!

14 color slides (35mm), plus audio cassette, printed commentary, teaching aids $37.00

Program V: Basic Rules of Selling
Here are the right and wrong ways to sell. Coverage dramatizes the customer-salesperson interaction, from first customer interest in a window display, to final sale of "better priced" merchandise. Covers greeting the customer, proper presentation of merchandise, salesperson imagination, taking care of details, suggestion selling, closing the sale.

14 color slides (35mm), plus audio cassette, printed commentary, teaching aids $37.00

Program VI: Display Roundup
Catch the customer's eye with creative interior and exterior displays! Coverage ranges from a supermarket highway sign to a Tiffany window; a collection of 75 display examples are presented from stores across the nation. Get ideas on how to improve store image and sell more merchandise. Coverage includes wall displays, mannequin displays, island displays, much more.

75 color slides (35mm) plus two cassettes, printed commentary, teaching aids $146.00

OHIO DEC'S TOPS IN MARKETING

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

Eighty slides and accompanying tape in your choice of reel-to-reel or cassette explain the state competitive events with close-up shots of students in competition as well as some of the thrilled winners. This slide presentation was designed to update older versions which are no longer factual and to give a coordinator material to motivate a group of students as they begin to think about state competition. It would also provide good public relations material for showing to parents, business people or for recruiting.

W5, 1973 $30.00

PURCHASING

W. B. Cavanaugh Company
P. O. Box 831
Columbia, Maryland 21044

Purchasing is an art and if done right can do much more than save you money. How to get the best service from your supplier; attitudes towards your suppliers with your end goal in mind. Shows how the purchasing approach has a great deal to do with how much profit any company makes. Seventeen minutes.

SC2-08008 $85.00

A RETAILER VISITS THE MARKET

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

This slide/tape presentation shows the steps required for the preparation of a buying trip, and the many merchandising decisions that must be made while in the market. How does a buyer buy dresses, gifts, housewares, whatever? Follows a small retailer on her trip to the market, and provides students with on-the-job training while they're still in school; students come away with the feeling of what it's really like to buy for a small store, especially pertinent since the majority of students headed toward careers in buying will eventually find jobs in either small or medium-size stores. Coverage details planning, resource selection, showroom previews, scheduling, merchandising possibilities, and the language, locations, and "feel" of the market.

36 color slides (35mm), a printed commentary for each slide, teaching aids, (audio cassette available) $90.00

SALES AND MARKETING

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

Helps students increase skills and marketing knowledge; provides sound techniques, helps develop sound attitudes; gives guidance in normal selling situations.

Complete program (set of 70 transparencies with 25 student guides)	$130.00

SUPPLY/DEMAND CONCEPTS

Career Aids, Inc.
8950 Lurline Avenue
Department F-57
Chatsworth, California 91311

The controlling factors of competition outlined in everyday terms. Four transparencies.

DX-DIS-4	$10.75

YOUR FUTURE IN WHOLESALING... TEAMWORK MAKES IT GO

W. B. Cavanaugh Company
P. O. Box 831
Columbia, Maryland 21044

Use this to recruit, orient, or motivate your employees. Explores the role the wholesale distributor plays in our economy and the challenges and opportunities which exist. Fifteen minutes.

SC2-08007	$85.00

THE ART OF SALES MANAGEMENT

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

An audiocassette program presenting up to date information on sales training, sales meetings and management techniques for sales managers.

Complete program: 6 audiocassettes with workbook $59.50

BUDGETING

W. B. Cavanaugh Company
P. O. Box 831
Columbia, Maryland 21044

Where is your money going? It pays to know. This program shows the important uses of the operating budget, what it can do for your business, how to prepare one, and most important...how to put it to work for you. A real money saver. Fourteen minutes.

SC2-08005 $85.00

CASH FLOW ANALYSIS

W. B. Cavanaugh Company
P. O. Box 831
Columbia, Maryland 21044

Do you realize that even if you're making money hand-over-fist, you could still be headed for financial trouble? Or you might think you are in trouble because of your cash position when you really have good grounds for a short term loan. Cash flow projection is one of the most valuable management tools available. Find out how you can make your own accurate projections. Don't get caught short! 16½ minutes.

SC2-08006 $85.00

CORPORATE DECISIONS

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

An interaction game to use in the classroom to increase understanding of the corporate decision making process.

C-C5, 1978 $2.50

COULD YOU MANAGE A BUSINESS

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

Designed to go with the Going into Business unit, this bulletin board outlines the major reasons businesses fail in cartoon form. Figures used are from Dun & Bradstreet Reports.

B-F5, 1975 $2.00

CREDIT MANAGEMENT

W. B. Cavanaugh Company
P. O. Box 831
Columbia, Maryland 21044

Having trouble keeping your accounts receivable current? Then this may be just the program for you. There are plenty of helpful tips on not only how to handle delinquent accounts, but how to prevent acquiring new ones. Also covered are various types and ways of extending credit. 14½ minutes.

SC2-08004 $85.00

EMPLOYEE'S ROLE IN THEFT REDUCTION

Vocational Education Media Center
10 Tillman Hall
Clemson University
Clemson, South Carolina 29631

This script and set of 47 slides emphasize the need for the employee to use effective security practices. The external phase of theft reduction should be shown during the junior or senior year.

3/12/71	$15.50

FINANCIAL MANAGEMENT

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

The finance function, income tax environment, interpreting records, cash management, managing receivables and inventory, the interest factor in decisions, managing fixed assets, planning and budgeting, operating leverage, and cost of capital.

Student's Manual	$5.00
Instructor's Guide	$4.50
Set of 132 Transparencies with Guide	$15.00
Pre-tests and Post-tests	$2.50

GREEDY HANDS

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

Trains store personnel to detect and prevent shoplifting.

Purchase-filmstrip format	$75.00
Audioscan format	$85.00

HOW DO YOU STACK UP IN MANAGING PEOPLE

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

A cartoon bulletin board which pokes fun at poor supervision methods - good in starting discussion about job problems and how to deal with them.

B-G2, 1975	$2.00

HOW TO ORGANIZE A PERSONALIZED DIRECT MAIL PROGRAM

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

Four audiocassettes featuring a step-by-step guide to direct mail.

Complete program: 4 audiocassettes with album	$49.00

HOW TO RECRUIT, SELECT, AND PLACE SALESMEN WHO CAN AND WILL SELL

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

Includes the newest and most effective methods for building a success-oriented sales team. Gives guidelines for predicting which applicants can perform; interviewing techniques for detecting those indicators. A step-by-step plan for specifications, recruiting, screening, testing, checking, patterned interviews, and final rating.

Complete program (3 audiocassette tapes, 200-page reference manual, practice forms, two case problems, carrying case)	$187.50

INVESTING YOUR SALES TIME FOR MAXIMUM RETURN

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

Shows how to achieve dramatic improvement in sales volume and profits through better allocation of a salesman's time. This easy to use plan applies to almost every type of industry.

Cassette and workbook program	$43.75

MANAGEMENT OF FIELD SALES

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

Designed for all sales managers, regardless of product. Practical nuts-and-bolts program shows sales managers how to organize and motivate a sales force.

Complete program (6 audiocassettes, with workbook) $110.00
Extra workbooks @ $14.00

MANAGEMENT BY SUBJECTIVES FOR SALES MANAGERS

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

Six audiocassettes focus on the special problems of the sales manager and give management techniques that he has found effective.

Complete program: 6 audiocassettes, with album and study guide $55.00

MINDING YOUR OWN SMALL BUSINESS - AN INTRODUCTORY CURRICULUM FOR SMALL BUSINESS MANAGEMENT, VOLUME I

ERIC Document Reproduction Service
P. O. Box 190
Arlington, Virginia 22210

Ten units on the basic knowledge and skills needed to manage a small business are provided in this curriculum guide designed for use with secondary and post-secondary students. Unit topics include forms of businesses, marketing, location, systems and records, promotion, pricing, human relations, financing a business, and effects of business decisions. At the beginning of each unit is a summary page containing a synopsis of the unit's content, student learning objectives, teaching strategies, teacher preparation required, mini-problems, and references. Following the summary page of each unit are teacher and student materials. The teacher materials provide guidelines for presentation of instructional materials and include lecture and discussion notes, suggestions for conducting class activities, and recommended questions to be asked by the teacher to confirm students' understanding. The student materials are in the form of information sheets, worksheets, case study materials, interview forms, and project instructions. A glossary of financial terms concludes the guide.

ED 173623 (MF) $.98

RELATIONS BETWEEN PERSONS IN SALES AND SERVICE

Vocational Education Media Center
10 Tillman Hall
Clemson University
Clemson, South Carolina 29631

A set of 26 transparencies dealing with relations between persons in sales and service. Basic human needs, how to find a career, how to acquire a position in that career, and notable concepts in human relations are shown.

3/6/69 $4.00

RESULTS-ORIENTED SALES MANAGEMENT

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

Stresses day-to-day mechanics of sales management in this program featuring live audience participation.

1. Management by Action
2. Writing and Using Job Descriptions
3. Establishing Workable Goals
4. Managing the Daily Activity
5. How to Set Up Training Programs
6. Performance/Progress Reviews
7. Managing Your Time
8. Selection and Recruiting
9. Effective Motivation
10. Management Communications
11. Creative Problem Solving
12. Using Imagination for Improved Results

Complete program with album $165.00

RUNNING A SMALLER STORE

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

Running A Smaller Store is a "how to" program that covers such important areas as selling, inventory control, display, customer service, and merchandise selection.

Realizing that most retailing students will eventually find jobs in either small or medium-size stores, this program probes both the opportunities and problems a student might encounter in small store work. Material focuses on small store operations, and developing positive attitudes toward job responsibilities; also, specific duties and decision-making situations. The store used in this presentation was selected for its variety of merchandise representing the major phases of retailing.

37 color slides (35mm), printed commentary for each slide, teaching aids, (audio cassette available)	$90.00

SHOPLIFTING

Career Aids, Inc.
8950 Lurline Avenue
Department F-57
Chatsworth, California 91311

Techniques employed in shoplifting, characteristics of the shoplifter, what store employees can do to prevent such loss. Program consists of a color filmstrip with cassette.

RM6806	$30.00

SHOPLIFTING

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

A program of 2 color filmstrips with cassette tapes focusing on the financial and moral consequences of this problematic crime. Store owners are interviewed and case studies of some shoplifters examine the causes. Proposed preventive measures and anti-shoplifting campaigns are presented.

Complete program - 2 color filmstrips with cassette tapes and program guide.	$50.00

SOMETHING VENTURED, SOMETHING GAINED: AN ADVANCED CURRICULUM FOR SMALL BUSINESS MANAGEMENT, VOLUME II

ERIC Document Reproduction Service
P. O. Box 190
Arlington, Virginia 22210

Nine units on small business management are provided in this curriculum guide designed for use in an advanced course for secondary and postsecondary students who are interested in beginning a small business venture, have some prior business knowledge, and have a specific business in mind. Unit topics include marketing, location, systems and records, promotion, pricing, business policies and relationships, organizational structure, and financing a business. At the beginning of each unit is a summary page containing a synopsis of the unit's content, student learning objectives, student project work, teaching strategies, teacher preparation required, mini-problems, and references. Following the summary page of each unit are teacher and student materials. The teacher materials provide guidelines for presentation of instructional materials, including lecture and discussion notes, suggestions for conducting class activities, recommended questions to be asked by the teacher to confirm students' understanding, and student project instructions. The student materials are in the form of information sheets, worksheets, case study materials, interview forms, and project instructions. A glossary of financial terms concludes the guide.

ED 173624	(MF)	$.98

A STEP IN THE RIGHT DIRECTION

National AudioVisual Center
National Archives and Records Service
General Services Administration
Order Section/DB
Washington, D. C. 20409

The importance of inventory control systems to effective retail store management is emphasized in this unusual program, which employs the discussions between two store proprietors - and their reminiscences of pertinent problem situations - to illustrate several merchandise control systems and techniques.

712725/DB, 16mm film,
13 minutes, color,
1970 Sale $75.50
Rental $12.50

STORE ORGANIZATION SERIES

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

The Store Organization Series focuses on realistic store situations to describe five basic retailing components that are applicable to the entire retailing spectrum. The five components are: merchandising, sales promotion, personnel, finance and control, and operations. The series details how each of the five retailing components interrelate with each other. Each segment contains specially prepared charts and montages.

Program I: Store Merchandising
Here you meet the General Merchandise Manager, the Divisional Merchandise Manager, and buyers, assistant buyers, sales personnel; you learn all the responsibilities of buying and selling merchandise. Coverage includes buying offices, testing bureaus and merchandise research centers; also, the many forms of retailing, the importance of the salesperson.

24 color slides (35mm), plus audio cassette, printed commentary, teaching aids $60.00

Program II; Store Sales Promotion
This program covers everyone concerned with merchandise and institutional promotion; the sales promotion manager, the advertising manager, copywriters, artists, public relations people...Completely details the different types of display, special events, fashion shows, and more.

24 color slides (35mm), plus audio cassette, printed commentary, teaching aids $60.00

Program III: Store Personnel
From the initial interview through employee counseling services, this program shows how to create a good working climate. Profiles the personnel manager and employment officers, and details employment advertising, applicant testing, training and retraining programs, morale, employee records.

24 color slides (35mm), plus audio cassette, printed commentary, teaching aids $60.00

Program IV: Store Finance and Control
Meet the treasurer and comptroller, and understand their accounting and credit responsibilities. Shows how all departments must be budgeted and financed, and details budgeting, payroll, physical inventory, insurance, credit - all in language students can understand.

22 color slides (35mm), plus audio cassette, printed commentary, teaching aids $60.00

Program V: Store Operations
This program shows how the smooth running of the store is assured by the different members of the operations team. Details many jobs rarely covered in retailing texts: customer service, the store's delivery system, the traffic department, store security, maintenance and more.

25 color slides (35mm), plus audio cassette, printed commentary, teaching aids $60.00
Price for entire series $275.00

STORE SHRINKAGE: EMPLOYEE PILFERAGE/CUSTOMER THEFT

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

Store Shrinkage: Employee Pilferage/Customer Theft spotlights the huge problem of retail loss due to theft-and presents workable solutions to this problem.

How much is lost? More than two percent of store inventory value - millions of dollars! - is annually stolen from retailers by employees and customers. Details the scope and cause of store shrinkage, and shows practical, workable methods of cutting the losses: store attitude, consumer and employee educational programs, various in-store security methods, participation in community-sponsored preventive measures. Also detailed are reasons for theft, and the penalties for getting caught.

34 color slides (35mm), plus audio cassette, teaching aids $90.00

THEY WON'T CATCH ME

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

Ninety slides and accompanying tape were developed professionally to explain the reasons young people should not shoplift. It was developed by the Ohio Retail Merchants Association and features members of a DECA chapter who realistically set the mood for an anti-shoplifting campaign. Indicate reel-to-reel or cassette tape.

Xl, 1976 $33.00

FASHION - 20TH CENTURY STYLE

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

Eighty slides and accompanying tape in your choice of reel-to-reel or cassette (state if in-audible beep is preferred). This presentation shows how events since 1900 have caused changes in fashion and suggest that change in fashion will continue as our society and events change.

W3 $25.00

FASHION IN THE MAKING: FROM CONCEPT THROUGH PRODUCTION TO CONSUMER

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

Fashion In The Making: From Concept Through Production To Consumer shows how a dress is designed, produced, merchandised, and sold to the ultimate consumer.

Where does it all begin? This presentation takes you from the inspiration, to the original sample, first showing, mass production, into the store, and then point-of-sale. You're taken behind-the-scenes: into the designer's studio, the manufacturer's showroom, backstage at fashion shows, onto the floor of a garment factory, into the store. You see fashion people "on the job," and material is also included on advertising and promotion at wholesale and retail, and delivery and inventory control.

35 color slides (35mm), plus printed commentary for each slide, teaching aids $80.00

FASHION ON PARADE

Vocational Education Media Center
10 Tillman Hall
Clemson University
Clemson, South Carolina 29631

This guide and set of 18 slides is meant to give assistance to teachers who want to teach their students some of the tasks involved in putting on a fashion show. Four projects are included: (1) Modeling Techniques, (2) Commentary Writing Techniques, (3) Publicity, and (4) Thank You Notes.

3/1/76 $14.00

FASHION SILHOUETTES OF THE 20TH CENTURY

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

Fashion Silhouettes Of The 20th Century - through detailed viewing of fashion silhouettes and full fashion designs representing those silhouettes - shows how styles have evolved.

This program is an excellent source of design and merchandising ideas. Fashion and retailing expert Annalee Gold details such well-known styles as the S-shaped hourglass of 1900, the boyish 1920's, the New Look of 1947, the pants look, the mini-dress, and finally, the feel of today. In addition to silhouettes, material is also presented on accessories and hair styles, and historical accuracy is assured through use of reproductions from Women's Wear Daily.

22 color slides - 15 in color(35mm), plus audio cassette, teaching aids $45.00

FUNDAMENTALS OF MEN'S WEAR RETAILING

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

Fundamentals Of Men's Wear Retailing shows you the distribution outlets, fashion styles and fabrics, marketing patterns, and promotion techniques used in selling men's fashion. Focuses on all the varied outlets - department stores and variety stores, men's specialty stores and boutiques, national chain stores and supermarkets. Coverage details fashion coordination; dramatic display possibilities; differing merchandise assortments; urban, "middle American," and young customers; and advice on advertising in newspapers, television, and radio. Also included are demographics that show personal expenditures, retail sales, and other data.

39 color slides (35mm), plus
printed commentary for each
slide, teaching aids $80.00

HOW TO GIVE A FASHION SHOW

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10002

How To Give A Fashion Show is a step-by-step guide that details exactly how to organize any kind of fashion show. Here's everything you've wanted to know about fashion presentations: selecting and fitting the clothes, choosing and evaluating models, commentary, promotion, the stage and runway, behind the scenes personnel, the audience, the location, the finale. Examines all the different kinds of shows, and then focuses on a store-sponsored presentation to demonstrate the basic techniques for producing any kind of fashion show.

31 color slides (35mm), teaching
aids, audio cassette $90.00

LIFE STYLES 1900-2000

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This bulletin board shows through illustrations how our life styles change in a relatively short time span. Its purpose is to teach young marketing students to look for change and maximize their opportunities.

A-G3, 1975 $2.00

GENERAL

ACTIVITY PROGRAM - DE CLUBS OF AMERICA

Vocational Education Media Center
10 Tillman Hall
Clemson University
Clemson, South Carolina 29631

These 23 transparencies give a view of the international, national, state and local organizations of distributive education clubs. They present the awards, activities, and purposes of the organization.

3/10/71 $4.00

CHOOSE OCCUPATIONAL GOALS THAT FIT

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

For DE students who are looking for jobs that fit their own needs and abilities, this bulletin board should start discussion on all aspects of jobs. It covers six different areas, including personal qualities, opportunities, education, pay and other benefits. The students pictured are selecting the fashions that are best for each of them. Illustrations include all kinds of clothing, each item representing a choice in the job market.

C-F4, 48 pages, 1976 $2.50

THE CLUB OF THE DECADE

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This slide/tape presentation features a wealth of suggestions for the local DECA chapter which can be used for stimulating ideas in a new DECA chapter or for recruiting D.E. students. There are 80 slides and your choice of cassette or reel-to-reel tape. Unlimited quantities available.

VI $25.00

A COMPUTER IN A SUPERMARKET

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

A bulletin board designed to explain visually the Universal Product Code used by many supermarkets for pricing merchandise through the computer.

A-F5 $2.00

DE BULLETIN BOARD IDEAS

Vocational Education Media Center
10 Tillman Hall
Clemson University
Clemson, South Carolina 29631

Prepared as an aid to the teacher to give the student a stimulating message about distributive education through the use of the bulletin board. Seventeen examples of bulletin boards are presented which could be used for DE recognition, identification and student recruitment of prospective DE students. The needed materials and supplies, cost, and time for each bulletin board theme are given.

3/3/72-3 $3.25

D.E. IS CAREERS

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

One of a series of promotional bulletin boards, this one features several of the careers many of our distributive education students become involved with. It goes beyond retailing, to include almost every taxonomy area.

C-F5, 1977 $2.00

D.E. IS COMPETITION

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

Emphasizing the preparation for, participation in, and winners of DECA competitive activities, this promotional bulletin board features nearly fifty photographs of D.E. students at their finest. Used to promote the opportunity for achievement that D.E. offers, this one will be especially valuable.

A-F6, 1977	$2.00

DEDEX - FILING SYSTEM

Instructional Materials Laboratory
ATTN: Eileen Woody, Sales Secretary
10 Industrial Education Building
University of Missouri-Columbia
Columbia, Missouri 65211

DEDEX is a simple and comprehensive filing system for Distributive Education. Your filing system will be in order with technical and educational materials together in one simple collective system. DEDEX is endorsed and recommended by the National Association of Distributive Education Teachers (NADET).

DE-15-I	$2.50
DE-15-AV (implementation materials-slide/sound series)	$9.00

D.E. IS EXPERIENCE

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

Jobs, jobs, jobs are the emphasis of this promotional bulletin board. Depicting many different kinds of marketing-related jobs, this one should be valuable for recruiting new D.E. students.

B-F6, 1977	$2.00

D.E. IS GROWTH

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

What can D.E. do for you? The basic theme of this bulletin board emphasizes the growth that many students realize as a result of the distributive education program.

C-F6, 1977	$2.00

D.E. IS LOCAL ACTIVITIES

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

One of a series of promotional bulletin boards, this one features a huge planning calendar with dozens of possible projects, activities, assignments, etc. Use it in the classroom, hallways, guidance office, etc., to help emphasize the involvement that comes with being a good D.E. student.

A-F7, 1977	$2.00

THE DEPARTMENT STORE

Career Aids, Inc.
8950 Lurline Avenue
Department F-57
Chatsworth, California 91311

Traces the history and development of today's modern department store. Shows how the consumer helped change marketing patterns. Program consists of a color filmstrip with cassette.

RM6800	$30.00

DISTRIBUTIVE EDUCATION

A. W. Peller and Associates, Inc.
Educational Materials
124 Rea Avenue
Hawthorne, New Jersey 07506

70 transparencies with Teacher's guide
Can be purchased individually

Catalog card kit	$1.00

These transparencies illustrate the basic principles and concepts of the distribution of goods and services and its role in our economy. Incorporating contemporary theory, this set is authoritative, technically correct and logically organized for teaching use.

I. Introduction

DE 7001 What Makes Up Distribution	$1.65
DE 7002 Who Works in Distribution	$1.65
DE 7003 Where it Started	$1.65
DE 7004 How it Continued	$2.15
DE 7005 The Distribution Process	$1.65
DE 7006 Functions of Distribution	$1.65
DE 7007 Channels of Distribution	$1.65
DE 7008 Channels of Distribution (cont'd)	$1.65
DE 7009 Is Distributive Education for You	$1.65
DE 7010 What Do You Learn in Distributive Education	$1.65
DE 7011 What is Retail Merchandising	$2.15
DE 7012 Department Store Retailing	$1.65
DE 7013 Workers in Retailing	$1.65
DE 7014 Careers in Distributive Education	$2.15

II. People Must Buy First

DE 7015 Why People Buy	$1.65
DE 7016 Primary Motives	$2.15
DE 7017 Common Motives	$2.15
DE 7018 Patronage Motives	$2.15
DE 7019 Conformity - Availability	$2.15
DE 7020 Variety, Price, Reputation	$2.15

III. Suggestions For New Employees

DE 7021 Helpful Hints	$1.65
DE 7022 Helpful Hints (cont'd)	$1.65
DE 7023 Grooming "don'ts" - Women	$2.15
DE 7024 Grooming "don'ts" - Men	$2,15
DE 7025 Grooming "don'ts" - Men	$2.15

IV. Essential Retail Skills

DE 7026 The Sales Check	$1.65
DE 7027 The Cash Register	$1.65
DE 7028 Cash Register Keyboard	$1.65
DE 7029 Change-making Techniques	$1.65
DE 7030 Suggestions for Operators	$1.65
DE 7031 How Goods Get to Customers	$2.15
DE 7032 5 Steps of a Sale	$1.65
DE 7033 Selling Skills	$1.65
DE 7034 Communication Essentials	$1.65
DE 7035 Product Description	$2.15
DE 7036 Product Knowledge	$1.65
DE 7037 "That Little Extra"	$2.15
DE 7038 Dramatize Your Product	$1.65
DE 7039 "Customer is Always Right"	$2.15
DE 7040 The Effective Sales Person	$2.15

V, Promotion

DE 7041 Sales Promotion	$1.65
DE 7042 What is a Good Display	$1.65
DE 7043 Does it Attract	$1.65
DE 7044 Its Selling Function	$1.65
DE 7045 Visual Merchandising	$2.15
DE 7046 Steps in a Display	$2.15
DE 7047 Merchandise Arrangement	$1.65
DE 7048 Why Advertise	$2.15
DE 7049 Where to Advertise	$1.65
DE 7050 Preparing the Ad	$2.15
DE 7051 Ad Layout	$1.65

VI. Miscellaneous

DE 7052 The Role of Credit	$1.65
DE 7053 Can You Get Credit	$1.65
DE 7054 Types of Price Tickets	$2.15
DE 7055 Marketing Merchandise	$1.65
DE 7056 Customers Statement	$1.65
DE 7057 Retail Balance Sheet	$1,65
DE 7058 Retail Income Statement	$1.65
DE 7059 Income Statement Analysis	$1.65
DE 7060 Math-Selling Formula	$1.65
DE 7061 Math-Markup Formula	$2.15
DE 7062 Math-Stock Turn	$1.65
DE 7063 Math-Stock Turn (cont'd)	$1.65

DE 7064 Store Image	$2.15
DE 7065 Fashion Cycle	$1.65
DE 7066 Employer's Responsibilities	$1.65
DE 7067 Employee's Responsibilities	$1.65
DE 7068 Spotting Shoplifters	$1.65
DE 7069 Spotting Shoplifters (cont'd)	$1.65
DE 7070 Curtailing Shoplifting	$1.65
DE-S71, complete series of 70	$121.00

DISTRIBUTIVE EDUCATION

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

A series of overhead transparencies presenting an excellent overview of the basic areas of distributive education.

Group I - Distributive Education Explained 4 multi-colored transparencies with 9 overlays	$25.00
Group II - Window Display 5 multi-colored transparencies with 8 overlays	$27.00
Group III - Merchandising Mathematics 4 multi-colored transparencies with 13 overlays	$32.50
Group IV - Supply/Demand Concepts 4 multi-colored transparencies	$10.75
Group V - The Marketing Process 3 multi-colored transparencies with 10 overlays	$25.75
Group VI - Free Enterprise System 7 multi-colored transparencies with 4 overlays	$30.00
Group VII - Advertising 5 multi-colored transparencies with 15 overlays	$40.00
Group VIII - Prices and Profits 4 multi-colored transparencies with 12 overlays	$29.50
Complete set of 36 multi-colored transparencies with 71 overlays	$217.50

DISTRIBUTIVE EDUCATION CLASSROOM AND SCHOOL STORE

Instructional Materials Laboratory
ATTN: Eileen Woody, Sales Secretary
10 Industrial Education Building
University of Missouri-Columbia
Columbia, Missouri 65211

This slide-tape series describes how a distributive education teacher can help perfect the students' development of their employable skills by setting up a classroom or school store that looks professional rather than like an excess storage room converted into a classroom. A laboratory-classroom and the equipment designed to meet students' needs are depicted.

DE-11-AV $32.00

DISTRIBUTIVE EDUCATION CURRICULUM - ORIENTATION TO DISTRIBUTIVE EDUCATION, INSTRUCTOR'S GUIDE

ERIC Document Reproduction Service
P. O. Box 190
Arlington, Virginia 22210

Seven lesson plans on orientation to distributive education and DECA are presented in this peformance-based curriculum unit for distributive education. This unit is self-contained and consists of the following components: introduction (provides overview of unit content and describes why mastery of the objectives is important); performance objectives; and unit outline (table of contents, time required for the unit, and materials and resources needed). Lesson plans generally include student information sheets, assignment sheets, and teacher materials (e.g., transparency masters). Lesson plan topics include facts about vocational and distributive education, cooperative work programs, DECA (Distributive Education Clubs of America), duties of DECA officers, and DECA activities. The unit also contains a post-test with answer key related to the enabling objectives and a unit evaluation (role playing situation in which student explains distributive education and its benefits).

ED 170457 (MF) $.98

DISTRIBUTIVE EDUCATION EXPLAINED

Career Aids, Inc.
8950 Lurline Avenue
Department F-57
Chatsworth, California 91311

How typical DE programs operate within our economic and educational system. Four transparencies, 9 overlays.

DX-DIS-1	$25.00

DISTRIBUTIVE EDUCATION - GETTING A JOB, INSTRUCTOR'S CURRICULUM

ERIC Document Reproduction Service
P. O. Box 190
Arlington, Virginia 22210

Twelve lesson plans on getting a job are presented in this performance-based curriculum unit for distributive education. This unit is self-contained and consists of the following components: introduction (provides overview of unit content and describes why mastery of the objectives is important); performance objectives; pre-assessment instrument (group question and answer session); and unit outline (table of contents, time required for the unit, and materials and resources needed). Lesson plans generally include student information sheets, assignment sheets, and teacher materials (e.g., transparency masters). Lesson plan topics include job applications (sample form included), job search methods, resume preparation, letters of application, employment interviews, and follow-up letter. The unit also contains a post-assessment (with answer key) related to the enabling objectives and a unit evaluation (student applies and is interviewed for an actual job).

ED 170453	(MF)	$.98

DISTRIBUTIVE EDUCATION-PARLIAMENTARY PROCEDURE, INSTRUCTOR'S CURRICULUM

ERIC Document Reproduction Service
P. O. Box 190
Arlington, Virginia 22210

Twelve lesson plans on parliamentary procedure are presented in this performance-based curriculum unit for distributive education. This unit is self-contained and consists of the following components: introduction (provides overview of unit content and describes why mastery of the objectives is important); performance objectives; and unit outline (table of contents, time required for unit, and materials and resources needed). Lesson plans generally include student information sheets, assignment sheets, and teacher materials (e.g., transparency masters). Lesson plan topics include conduct of meetings; order of business; types of committees; main subsidiary, incidental, and privileged motions; and actual meeting situations. The unit also contains a post-test, with answer key related to the enabling objectives and a unit evaluation (students conduct a meeting utilizing the principles of parliamentary procedure).

ED 170458	(MF)	$.98

DISTRIBUTIVE EDUCATION PROGRAMS - A PROGRAM INFORMATION PUBLICATION

ERIC Document Reproduction Service
P. O. Box 190
Arlington, Virginia 22210

Intended for reference use by vocational education decision makers, including chief school officers, administrative and supervisory personnel, and advisory councils, this publication contains information on topics to be considered before, during, and after establishing a program for distributive education. A section is devoted to each of the following subjects: (1) the employment field of marketing and distribution, focusing on job opportunities and the future occupational outlook; (2) guidance/career development, explaining career exploration and planning; (3) distributive education, covering its definition and relationship with other educational programs; (4) employment structure of the field of distribution, discussing the four job levels: entry, career sustaining, specialized, and entrepreneurial; (5) a list describing the twenty-three U.S. Office of Education Codes for distributive and marketing education which are intended to provide a framework for instruction and program planning; (6) instructional objectives for distributive education, identifying competency areas in marketing skills, product or service technology skills, social skills, basic education skills, and economic concepts of private enterprise; (7) the three primary methods of instruction: classroom, cooperative programs, and student projects; (8) Distributive Education Clubs of America (DECA); (9) organization of instruction for secondary, postsecondary, and adult levels; (10) relationships with the community, which aid the students in achieving their occupational objectives; (11) duties of distributive education teachers, including administrative and counseling functions; (12) the qualifications, education, and sources of teachers; and (13) federal legislation which affects vocational education and requires evaluation programs.

ED 160827 (MF) $.98

DOLLARS AND CENTS

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

Play money is available for stimulating sales and change-making experiences. The dollars come in denominations of ones, twos, fives, tens, and twenties, with 6 bills per sheet. All American coins are represented on a sheet of 50 or more coins. Just cut them out.

C-Q4, (coins), 1976 - sheet $.25
C-Q5, (bills) - sheet $.10

DO YOU SEE YOURSELF AS OTHERS DO?

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
Columbus, Ohio 43210

This bulletin board is a values clarification project to help students evaluate their own strengths and weaknesses. It contains cartoon animals representing opposites in personality characteristics and the ideas for a class activity in connection with the visuals.

B-G1, 1976 $2.00

EXPLORATION CF RETAILING CAREERS

ERIC Document Reproduction Service
P. O. Box 190
Arlington, Virginia 22210

Designed as a semester unit of instruction at the middle or junior high school level in the exploration of retailing careers, this distributive education curriculum guide is divided into two sections: The Teacher's Guide and Student Materials. One of the elective courses intended as a follow-up to "Orientation to Marketing Careers," it provides the student with an opportunity to experience the tasks performed by retailers through "hands-on activity" projects making him aware of the broad field of marketing activities and the careers available to him within various retail businesses. The Teacher's Guide has nine units: (1) Rapping About Retailing, (2) Buying the Merchandise, (3) Shipping and Receiving, (4) Sales Promotion, (5) Personal Selling, (6) Customer Services, (7) Credit and Control, (8) Management, and (9) Special Activities which may be used throughout the course. These units are separated into three areas: (1) Unit Overview, which includes a competency statement, performance objectives, concepts developed, suggested equipment, recommended materials, consumable supplies needed, and special resources, (2) Evaluation Keys, and (3) Learning Activities, which contain group and individual activities for each performance objective and special media applicable to each objective and its set of learning activities. The Student Materials section is composed of (1) Student Handouts, (2) Scene and Survey Evaluation Instruments, and (3) Special Resources (Audio-Visuals, Resource Publications, Commercial Games, and Resource Organizations and Agencies).

ED 127440	(MF)	$.98

EXPLORATORY BUSINESS CURRICULUM GUIDE

ERIC Document Reproduction Service
P. O. Box 190
Arlington, Virginia 22210

This curriculum guide is designed for Arkansas ninth-grade students to explore business careers through the use of competency-based instructional materials. Exploratory business teachers are asked to incorporate the twenty-three units of study into a sequence best suited to their teaching style. Units include such topics as "Social Security," "What is FBLA (Future Business Leaders of America)?", "Parliamentary Procedure," "Preparing to Type," etc. Each topic begins with a unit objective and specific objectives. Then suggested activities are provided for the instructor and student. Suggested activities, instructional materials, and information sheets are furnished. Some units contain assignment sheets/job sheets, and illustrations. A test and answer key for each unit are included.

ED 162130	(MF)	$.98

FOOD DISTRIBUTION, THE SUPERMARKET ENTRY OCCUPATIONS

Vocational Education Media Center
10 Tillman Hall
Clemson University
Clemson, South Carolina 29631

Points out to the student the scope, opportunity, and qualifications necessary to pursue a career in the supermarket industry. The set of 19 transparencies takes an overview of the supermarket plus describes each entry position in the supermarket.

3/6/71, (guide)	$2.50
3/7/71, (transparencies)	$3.25

FREE ENTERPRISE SYSTEM

Career Aids, Inc.
8950 Lurline Avenue
Department F-57
Chatsworth, California 91311

The U.S. economic system; its background, basic principles and controlling factors. Seven transparencies, 4 overlays.

DX-DIS-6	$30.00

A GUIDE TO THE PREPARATION OF AN AREA OF DISTRIBUTION MANUAL

Vocational Education Media Center
10 Tillman Hall
Clemson University
Clemson, South Carolina 29631

The Area of Distribution Manual is directly geared to start the student thinking about the vocation he/she would like to enter. Steps to follow in planning and writing an area of distribution manual are given and an example of a manual which won first place in state competition, "How Fashion Changes Relate to Fashion Designing As a Career," is given in its entirety.

Accompanying the book is a set of 22 slides designed to be used by the teacher in introducing students to the Area of Distribution Manual as a research project. The script for the slides is included in the book.

3/2/72	$11.00

INSTRUCTIONAL MATERIALS FOR DISTRIBUTIVE EDUCATION

ERIC Document Reproduction Service
P. O. Box 190
Arlington, Virginia 22210

Evaluations of 46 items of secondary level instructional materials used in distributive education are presented in the document to assist teachers in their choice of instructional materials for students. The development of an assessment instrument is described. The evaluation was conducted by a task force of distributive education teachers trained in the evaluative process and a consensus summary report was submitted. The evaluation of each instructional material consists of the information on the following areas: (1)bibliographical data (subject matter area, title and author, publisher, year published, and cost); (2) type of material (textbook, film, slides, record, or others); (3) brief description of material (content); (4) readability grade level and readability formula used (Dale-Chall, Fry, or Spache); (5) overall rating (classified by point system as excellent, useful, or unacceptable); (6) summary of ratings (based on five evaluative criteria--bias, accuracy, appropriateness, verbal and visual fluency, and usefulness and versatility); and (7) additional comments. The instructional materials assessment instrument and the consensus summary form are included. The Fry readability graph to determine the reading level of materials is appended.

ED 123402 (MF) $.48

INTERVIEW SURVIVAL

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This 58 slide presentation shows an actual interview situation with typical questions that may be asked. Discussion of the presentation will help students prepare for their first job interview and overcome the fear of that experience. The ten minute presentation is available on cassette (with both audible and inaudible advance signals) and reel-to-reel (audible signals only).

V3, 1977 $20.00

JEFFREY'S DEPARTMENT STORE: A RETAILING SIMULATION

Gregg/McGraw Hill
Princeton Road
Hightstown, New Jersey 08520

Jeffrey's consists of 10 independent but related mini-simulations (mini-sims) organized around the five major divisions of a typical department store: merchandising, sales promotion, operations, personnel, and control.

Flexibly designed so that it may be used in its entirety or in parts, this simulation is ideally suited for one or two-semester 11th and 12th grade DE programs, including co-operative and project method classes. You may also use it with any basic marketing text.

Actively involving from 5 to 30 students, Jeffrey's retailing simulation rotates students through the different divisions and jobs in a department store so that they have the opportunity to apply previously learned basic skills to decision-making situations. Components of the program include:
The Store Box. All the materials a team of students needs to complete its assignments are included here in one convenient package. In addition to forms like sales checks, time sheets, purchase orders, and invoices, this box contains 5 copies of the Employees' Guide, 1 copy of the General Manager's Manual, 1 color filmstrip with cassette, 4 decks of merchandise cards, 1 wall chart and 4 file folders.

The Employees' Guide. This 288-page manual contains all the information students need to complete the 10 mini-sims plus the consumable forms that students complete individually, such as sales checks and inventory records. Six of the mini-sims involve individualized activities that a student may complete in class or at home. The other four are group mini-sims on which an entire class can work together or in teams. Recognizing buying motives, making rational buying and pricing decisions, and developing an effective advertising and promotion campaign are just several of the activities students are involved in. In addition, an appendix (entitled Jeffrey's Handbook) in the back of the Employees' Guide serves as a reference for store policy and procedures.

The General Manager's Manual. This comprehensive teacher's manual and key helps you introduce students to Jeffrey's and details your role throughout the simulation. It also includes, among other things, performance objectives, competencies identified by Crawford competency numbers, and instructions on how to set up and operate each mini-sim to fit classes of different sizes and students with different backgrounds.

Extra Forms. Whenever needed, you may order a replacement package for the Store Box. All the forms you must have to operate Jeffrey's - with up to 30 students - are included.

86510-8 Store Box (includes 5 copies of the Employees' Guide, 1 copy of the General Manager's Manual, 1 color filmstrip with cassette, 4 decks of merchandise cards, 1 wall chart, 1 package of forms, and 4 file folders)	$105.00
35231-3 Employees' Guide, 288 pages (tent)	$4.80
35230-5 General Manager's Manual	$4.76
86511-6 Forms (replacement)	$45.00

LEADER'S GUIDE TO TRAIN ADULT INSTRUCTORS

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This unique project was designed for D.E. personnel to train adults who have the technical expertise, but do not have experience as teachers. It can be used to train instructors for adult programs or for teacher educators to help their undergraduates. The manual contains 5 sessions on teaching methods with appropriate originals for handouts and transparencies. The package of visuals contains 28 pages of cardboard pieces to use on flannelboards to illustrate the methods in the presentation. The visuals are keyed into the teaching outline. Visuals 28 pages; Book 220 pages.

B-I1 (Book), 1976	$5.00
A-30-17 (Visuals)	$10.00

OHIO DECA'S NUMBER ONE

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

Seventy slides and accompanying tape in your choice of reel-to-reel or cassette explain in detail the events at Ohio's Fall Delegates Conference. It introduces you to the excitement of state officer elections and the judging of Miss Ohio DECA, providing an excellent beginning of the year DECA motivator.

W2, 1973 $20.00

ORGANIZATION AND MANAGEMENT GUIDE FOR ARIZONA DISTRIBUTIVE EDUCATION

ERIC Document Reproduction Service
P. O. Box 190
Arlington, Virginia 22210

This guide is designed to assist the distributive education teacher-coordinator and school administrator in planning and developing a program of career exploration and skill development in the field of marketing and distribution. Five major sections include the following information: statements of Arizona's philosophy of distributive education in twenty-five areas (e.g., administration, coordination, cooperative plan, free enterprise, occupational objective, recruitment, teacher education); descriptions of instructional content for twenty-two subject areas in a distributive education curriculum; descriptions for projects (including goals, objectives, and administrator/teacher-coordinator roles) at the senior high school level in the areas of marketing (school store), merchandising co-op, world of communications (visual media), marketing-merchandising co-op; a six-page bibliography of instructional materials; and an eight-page form for evaluating secondary distributive education programs. Brief information is also presented on the application of labor laws to the distributive education program, suggested rules and regulations for cooperative merchandising, funding procedures, and the youth organization, Distributive Education Clubs of America.

Ed 147525 (MF) $.98

PARLIAMENTARY LAW MAKES SENSE

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This bulletin board was designed to be used with the entire new unit of Parliamentary Procedure. In cartoon form it explains "Who Needs It"!

A-G4, 1976 $2.00

PARLIAMENTARY PROCEDURE STUDY MANUAL AND TESTS

Instructional Materials Laboratory
ATTN: Eileen Woody, Sales Secretary
10 Industrial Education Building
University of Missouri-Columbia
Columbia, Missouri 65211

Designed to be used by any youth organization, this book takes a "how-to" approach to parliamentary procedure. How to introduce a motion, how to amend a motion, how to defer action, how to appeal, how to suppress debate, how to nominate, how to vote, how to enforce rules and how to adjourn are examples of the book's contents.

VE-23-S	$4.00
VE-23-K (Instructor's Key)	$2.00
VE-23-T (Transparencies)	$17.50

PERSONAL DEVELOPMENT PORTFOLIO

Thompson-Mitchell and Associates
3384 Peachtree Road, Northeast
Atlanta, Georgia 30326

Live speeches by six of America's greatest sales and motivation speakers.

1. Attitude Makes the Difference - by Zig Zigler
2. Nothing Happens Until Somebody Sells Something - by Red Motley
3. People Love to Buy - by Bill Gove
4. On Target With People - by Larry Wilson
5. You Can't Heat an Oven With Snowballs - by Cavett Robert
6. The Failure Factor - by Fred Herman

Complete series with album $95.00

PRE-EMPLOYMENT LABORATORY CURRICULUM

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

A new preparatory curriculum for the PEL (non-cooperative) program. Loose-leaf manual has 11 units of instruction; each unit is in 3 sections; teaching outline with behavioral objectives and main teaching emphasis, supporting reference material with marginal notes, and projects and activities keyed to the outline. There is sufficient material for 36 weeks' teaching time aimed at preparing the learner for entering marketing and distribution.

Curriculum $27.50

An audiovisual package of 12 cassettes, 10 filmstrips, and 2 sets of transparencies designed for pre-employment, cooperative, and career education programs. Can be used with the Pre-Employment Curriculum or can be used separately in cooperative and career awareness programs.

Audiovisual Package and Pre-Employment Curriculum $125.00

PRICES AND PROFITS

Career Aids, Inc.
8950 Lurline Avenue
Department F-57
Chatsworth, California 91311

The economic functions of prices, the how and why of profits, types of purchasing power and its influence. Four transparencies, 12 overlays.

DX-DIS-8 $29.50

RANK YOUR PRIORITES

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This bulletin board can be used as a game to help students decide what job problems are most important to them when applying for a job.

B-G4, 1975 $2.00

RECRUITING PACKET

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

The Ohio D.E. Materials Lab has prepared a packet of wall stickers and badges to use in promotion of your D.E. program in the school and community. It includes 12 wall stickers and 32 badges.

S2 $3.50

RECRUITMENT IN D.E.

Vocational Education Media Center
10 Tillman Hall
Clemson University
Clemson, South Carolina 29631

Designed for the teacher to make every student, administrator, and guidance counselor more aware of the merits of distributive education. The high quality of the program and lifelong benefits are stressed. The set of 31 transparencies includes a script. The student is presented an opportunity to choose an occupation and work in it for personal fulfillment and satisfaction.

3/4/71 (Teacher) $1.50
3/5/71 (Transparencies) $4.75

RETAIL CREDIT

Vocational Education Media Center
10 Tillman Hall
Clemson University
Clemson, South Carolina 29631

Contains teaching objectives, tips to the teacher, an outline, and resources for classes, preferably in D.E.II. A concise study in retail credit with test suggestions for the teacher. The transparencies show the types of credit, advantages and disadvantages of extending credit, and steps to good credit.

3/2/71 (Teacher Guide) $2.75
3/3/71 (Transparencies) $3.00

RETAIL REVOLUTION SERIES

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

The Retail Revolution Series focuses on how retailing has met the impact of suburban development, new competitive selling techniques, the challenge of meeting new customer needs, and the methods used to cope with new distribution advances and technology.

Program 1: Battle for Survival: Suburbia and Downtown
This program describes and emphasizes shopping center expansion. How have downtown stores met the crisis? Has there been an over-expansion of retailing in suburbia? Detailed are solutions to parking and related problems, how small retailers can survive, new merchandising strategies such as upping tastes and night openings.

34 slides-b/w and color (35mm), plus audio tape, printed commentary, teaching aids $60.00

Program II: Successful Selling Ideas
Here is traditional fashion selling and new examples of selling ingenuity. Coverage includes cost-cutting on the selling floor, brand selling, coordinated selling, adapting to self-service, private label, economical wall selling. Shows how management initiative can meet the challenge of mass merchandising.

31 slides-b/w and color (35mm), plus audio tape, printed commentary teaching aids $60.00

Program III: Competing for the Modern Shopper
What are characteristics of the modern shopper? Certainly an increased level of education, sophistication, independence... Material covers functional display ideas, the increased leisure market, the "shop concept," do-it-yourself, fashion imports, the service-for-profit field; also, new merchandising techniques and changing resource patterns.

32 slides-b/w and color (35mm), plus audio tape, printed commentary, teaching aids $60.00

Program IV: Distribution Dilemma
Look at the reasons for new distribution patterns: the growth of franchising, the advent of the "merchandise scramble." Also shows the importance of consumer testing, buying by phone, catalog selling, the major discount chains, changes in food, drug and variety stores.

38 slides-b/w and color (35mm), plus audio tape, printed commentary, teaching aids $220.00

SHOPPING CENTERS: THEIR DEVELOPMENT AND CREATIVITY

Fairchild Books and Visuals
7 East 12 Street
New York, New York 10003

Shopping Centers: Their Development And Creativity explains the overwhelming retail success of suburban shopping centers in the late 1970's, and shows why that success will continue well into the 1980's. The series' scope is national: shopping centers are studied from coast-to-coast. Each program contains an audio cassette and teaching aids.

Program I: Retail Success in the Suburbs
What caused the continuing retail exodus from urban center to suburb? This program details the political, social, and retailing factors that enabled suburban shopping centers to solve the problems plaguing urban stores. It shows how - with a great variety of stores, easy access, and better security - a modern center can completely fulfill the needs of almost any shopper. This in-depth visual treatment describes shopping centers as they have developed, as they are today, and as they will be in the near future.

38 color slides (35mm), plus audio cassette, teaching aids $65.00

Program II: New Trends in Shopping Centers
Here are all the imaginative concepts that shopping centers are now using to attract, amuse, educate, and sell their customers. This is a program of specifics that illustrates just how shopping centers have gone beyond traditional retailing concepts to keep up with new merchandising breakthroughs and changing social patterns. Material is included on imaginative special events, retailing innovations, creative display and fixturing, and new architectural formats.

34 color slides (35mm), plus audio cassette, teaching aids $65.00
Note: Price for entire series $115.00

SHOW 'N SELL

Instructional Materials Center
The University of Texas at Austin
LCG-305
Austin, Texas 78712

A book of creative bulletin board designs for distributive education. Tells you how to use the bulletin board in recruiting, informing, creating interest, and supporting the curriculum. Includes 46 creative designs to use as they are or to stimulate new ideas.

$5.00

THE START OF SOMETHING BIG

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

A new collection of ideas for organizing activities for the local DECA chapter. This emphasizes a program of work for the local chapter and provides many different ideas for local activities. Approximately 130 slides. Specify cassette (with both audible and inaudible tones) or reel-to-reel tape.

W6 $40.00

STRUCTURE OF A DEPARTMENT STORE

Career Aids, Inc.
8950 Lurline Avenue
Department F-57
Chatsworth, California 91311

Explains the modern department store's structure and organization; corporate administration, merchandising and operations, lines of communication, the important role of the sales person. Program consists of a color filmstrip with cassette.

RM6801 $30.00

SUCCESS POSTERS

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

Show your students what successful D.E. graduates are doing across the nation! These two-color, 11" x 17" glossy posters each feature the success story of a former distributive education student. The collection of posters represents many different D.E. occupational areas, a broad range of ages, and various levels of achievement. Use them in your classroom and for recruiting new students.

S1, Set of 3 $2.00
3 Sets of 3 $4.50

TEACHER-COORDINATOR HANDBOOK

Vocational Education Media Center
10 Tillman Hall
Clemson University
Clemson, South Carolina 29631

This handbook is designed to present information and suggestions for developing a more effective and productive distributive education program. It can be used as a guideline to aid new and experienced teachers, school administrators, guidance personnel, lay public and students. The first section deals with a general outline of the six major areas for which the DE teacher/coordinator is responsible and the remaining sections relate to these six major areas of responsibility.

Accompanying the book is a set of 80 slides and cassette designed to be used by teacher/coordinators in introducing students to Distributive Education.

3/1/73-4 $31.00

THINKING ABOUT A SCHOOL STORE?

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This slide tape presentation features many suggestions for developing unique school stores as part of the D.E. curriculum. There are 80 slides in the presentation, plus your choice of cassette or reel-to-reel tape.

X2 $25.00

TITLE SLIDES

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

Twenty 35mm slides which can be used to develop your own D.E. promotional slide presentation. The slides include professionally-lettered and reverse-image slides. The bright, colorful slides will make an excellent skeleton for your presentation - just fill in with pictures of your own students.

A-X3 $7.50

TOMORROW IS NOW

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

A professional and up-to-date recruiting presentation which emphasizes the variety of career possibilities through D.E. in 138 slides and accompanying tape. Order cassette (with both audible and inaudible tones) or reel-to-reel tape.

X4 $40.00

TRY D.E. AND SEE (STUDENTS THAT IS)- A HANDBOOK FOR TRAINING STATION SPONSORS

ERIC Document Reproduction Service
P. O. Box 190
Arlington, Virginia 22210

This handbook was developed to provide information on distributive education (D.E.) to business managers who, as training sponsors, provide job experiences for D.E. high school students The content, including several illustrations, focuses on what D.E. is and how it operates; what is needed from the training sponsor; what the training sponsor can expect from the student trainee; and what the Distributive Education Clubs of America (DECA) are.

ED 158027 (MF) $.98

TWENTY FIVE LESSON PLANS FOR DISTRIBUTIVE EDUCATION - VOL. 4

ERIC Document Reproduction Service
P. O. Box 190
Arlington, Virginia 22210

The teaching guide for distributive education, grade levels 11 and 12, was developed by distributive education majors at Delaware State College. It contains five lesson plans for each of the instructional areas of: (1) the functions of marketing and distribution, (2) fundamental skills, (3) product or service technology, (4) social skills and human relations, and (5) economic understandings. Each lesson plan includes the following components: topic, method, grade level, aim, introduction, content (including teaching procedures), summary, and evaluation methods.

ED 123482 (MF) $.98

UNCLE DECA BULLETIN BOARD

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

This large flag was designed to be used on a continuing basis for motivation in DECA activities. It contains 11 different interchangeable slogans.

C-F3, 1976 $2.50

UNDERSTANDING WHOLESALING

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

Thirty 35mm slides with script. A tour through a large hardware wholesaler's warehouse and office facilities. This series shows the merchandise arriving from the manufacturer and finally follows it out the door as it is delivered to the retailer. Features the order-picking procedure, data processing, equipment for billing and various other wholesale functions.

B-X3 $10.00

WHAT HAPPENS TO EACH DOLLAR

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

A bulletin board which illustrates the profits an average U.S. company actually makes. Students may be surprised.

B-F4, 1978 $2.00

WHO AM I?

W. B. Cavanaugh Company
P. O. Box 831
Columbia, Maryland 21044

My varying moods; what things cause them; how I can change them and learn to work more effectively with them.

SC9-05009 $120.00

WHO ARE YOU?

W. B. Cavanaugh Company
P. O. Box 831
Columbia, Maryland 21044

Other people - and that includes my customers - also have different sides to their personalities; sometimes difficult to work with, sometimes helpful.

SC9-05010 $120.00

WHO PROFITS FROM PROFITS POSTERS

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

A colorful splash of information on the subject of profits. A useful supplement for the manual, "Who Profits from Profits?"

C-B5, 1978 $2.00

WORD PUZZLES FOR D.E.

Distributive Education Materials Lab
115 Townshend Hall
1885 Neil Avenue
The Ohio State University
Columbus, Ohio 43210

A little fun along with education. This project offers 21 different word puzzles to teach business vocabulary relating to the D.E. curriculum. It includes such areas as advertising, selling, types of stores, channels of distribution and many more. Puzzles can be worked by looking for the words only, or looking for the words which fit the definition.

C-F1, 85 pages, 1974 $3.00

PERIODICALS AND JOURNALS

SOURCES OF INFORMATION

Periodicals and journals can be valuable sources in information for the classroom teacher. The following is a listing and description of periodicals related to health occupations. One should examine this list to pinpoint publications which can be of use for instructional and research purposes.

ANNY; advertising news of New York. 1960. w. $12.50. Val Cardinale. ANNY Publns., 230 Park Ave., New York, N. Y. 10017.

Called "the voice of New York advertising," this weekly reports on the industry's current activities. Short spot news items characterize the magazine and review the important, the timely, the essential to the trade, e.g., FTC vs. the First Amendment, speech vs. advertising, etc. Departments give the usual ad talk, corridor information, calendars, classifieds. One of the main weeklies in the advertising field.

Consumer Information. 1972. q. Free. Consumer Information Center, c/o Supt. of Docs., U. S. Govt. Printing Office, Pueblo, Colo. 81009.

This is a briefly annotated bibliography of more than 200 selected federal consumer publications covering such subjects as health, food and nutrition, employment, child care, energy conservation, and consumer protection. Approximately half of the publications listed in the catalog are free; the remainder are for sale at nominal prices. Catalogs contain order blanks for both the free and sales titles and may be ordered in quantity for distribution to library patrons. Consumer Information is published by the Consumer Information Center, which is responsible for encouraging federal agencies to develop and release information of interest to consumers and for increasing public awareness of this information. Recommended for all public libraries.

Consumer News. 1971. bi-w. $4. Marion Q. Ciaccio. Office of Consumer Affairs, U. S. Dept. of Health, Education & Welfare. Available from: Supt. of Docs., U. S. Govt. Printing Office, Washington, D. C. 20402.

This four- to six-page newsletter reports on federal government programs for consumers. Each issue contains three to six brief articles on a variety of topics, e.g., the FDA saccharin ban, the president's energy message, smoke detectors, and new metric containers. Also included are news briefs on recalls, warnings, consumer advice and tips, and the like. A supplement to each issue of Consumer News is the Consumer Register, which offers summary coverage of selected Federal Register articles. Recommended to all libraries.

Consumers Index to Product Evaluations and Information Sources. 1973. q. $39.50. Pierian Press, 2075 W. Statium Blvd., P. O. Box 1808, Ann Arbor, Mich. 48106.

Consumers Index (CIPE) is presently the only index to periodical literature on consumer product evaluations. This publication indexes articles from 110 United States and international journals in 14 subject areas. Brief annotations describe the general articles of consumer interest. Specific product information is coded to denote how evaluative the material in the article is. The alphabetic subject index cites key words taken from contents, as well as from titles and subject headings. This quarterly is aimed at the general consumer, the business office, and the educational/library community. Libraries will find it useful in locating product evaluations unavailable in Consumer Reports or Consumers' Research. Recommended for academic and public libraries. (Note: Annual accumulations are available from $25 to $39.50, or the library may subscribe to both the quarterly and the annual for $69.50).

Consumers' Research (and Handbook of Buying issue). 1927. m. $9. F. J. Schlink. Consumers' Research, Inc., Washington, N. J. 07882.

Consumers' Research (formerly Consumers' Bulletin) is the oldest American consumer product test magazine. It is published by an independent, nonprofit, scientific, and educational organization. A typical issue includes eight to ten product evaluations, consumer education articles, and regular monthly features, e.g., consumer news, gardening tips, motion picture ratings, and record reviews. This monthly's product ratings are based on the performance of the

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sample(s) studied in engineering examinations, tests in engineering, physical and chemical laboratories, controlled use tests, and/or judgments of qualified experts. Evaluations represent a broad range of brand name products. It also discusses such consumer topics as family health, insurance, energy, and credit buying. Although Consumers' Research is not as popular as Consumer Reports, it cannot be considered a second choice. Libraries should purchase both magazines as they often evaluate products on different time cycles. A necessary purchase for public libraries. Recommended.

CPI (Consumer Price Index) Detailed Report. 1940. m. $9. Supt. of Docs., U. S. Govt. Printing Office, Washington, D. C. 20402.

A monthly report on the Consumer Price Index (CPI). The CPI measures average changes in prices of goods and services usually bought by urban wage earners and clerical workers. Its data are based on prices of about 400 items that were selected to represent the movement of prices of all goods and services purchased by wage earners and clerical workers. A valuable publication for libraries.

Industrial Marketing; selling and advertising to business and industry. 1916. $7. George Young. Crain Communications, Inc., 740 Rush St., Chicago, Ill. 60611.

Deals with all phases of marketing, advertising, and sales promotion in the industrial field. Overall business trends and activities and governmental regulations affecting business are discussed. Reports of specific companies and their results with advertising are included. Several departments provide information on advertising volume in business publications, managing market information, and marketing meetings, as well as a report from Washington and market guide information. Considerably more general than Journal of Marketing or Journal of Marketing Research, and a first choice for libraries with an audience for this material.

Journal of Advertising. 1972, q. $10. J. Thomas Russell, c/o School of Journalism, Univ. of Kansas, Lawrence, Kans. 66045.

Unique in that its editorial board and its support come from academic circles, here is an effort "to give advertising its theoretical foundations in conjunction with (its) implied verifiable consequences." Six to eight scholarly articles, from both academia and advertising, effect the purpose of bringing some order to the world of advertising agencies. Topics such as the government and advertising are representative. Important for academic collections.

Journal of Advertising Research. 1960. bi-m. $35. Charles K. Ramond. Advertising Research Foundation, 3 E. 54th St., New York, N. Y. 10022.

An examination of advertising and its impact on the individual and society. The Journal is prepared by and for teachers of advertising, psychologists, and businesspeople. Articles examine advertising and its long-range promise or nightmare. Some case histories and regular features deal with federal and state regulations. The Journal is biased in favor of the advertising world, but in spite of that (or because of it) it affords a good balance for collections heavy with the Ralph Nader variety of material. A scholarly periodical for most advertising collections.

Journal of Consumer Affairs. 1967. s-a. $20 (Members, $10). (Includes subs. to the ACCI Newsletter and Consumer Education Forum.) Joseph N. Uhl. Amer. Council on Consumer Interests, Stanley Hall, Univ. of Missouri, Columbia, Mo. 65201.

This journal is the official publication of a nonprofit, academic organization that aims "to foster and disseminate professional thought and literature contributing to the consumer interest. The Journal serves as a forum for communication, discourse and debate on consumer affairs and the consumer interest." The Journal of Consumer Affairs is directed at students and teachers. Each 120-page issue includes six or

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seven lengthy articles, a few communications notes, and book reviews. Articles are written by professors of agriculture, marketing, sociology, economics, etc. Generally technical in nature, these articles may be understood by a layperson. Topics include consumer economics, consumer behavior, consumer policy, consumer problems, and consumer education. Recommended for academic and large public libraries.

The ACCI Newsletter is a four-page, report (9/yr.) on activities of the American Council on Consumer Interests. Includes some data on new materials, which libraries may find useful. The Consumer Education Forum comes out three times a year and reports on latest activities in consumer education. Useful for those teaching courses in the field.

Journal of Consumer Research. 1974. q. $29 (Members, $14.50). Robert Ferber. Journal of Consumer Research, 222 S. Riverside Plaza, Chicago, Ill. 60606.

An interdisciplinary journal cosponsored by, among others, the American Association for Public Opinion Research, American Economic Association, American Marketing Association, and the Association for Consumer Research. "The principal objective of the journal is to publish empirical research on consumer behavior with special emphasis on articles with interdisciplinary content or interest." A 65-page issue contained six long articles and a shorter "communication note." Material is highly technical, written by academics for academics. Some recent topics: "An alternative interpretation of the linear learning model of brand choice," and "Do consumers evaluate products by adding or averaging attribute information?" The Journal's new editor plans to publish special issues on selected topics and to increase the emphasis on articles of interdisciplinary nature. Valuable for those engaged in the production and distribution of consumer goods and services, as well as students, teachers, and professionals in related fields of interest.

Journal of Marketing. 1936. q. $18. C. Bursk. Amer. Marketing Assn., 222 S. Riverside Plaza, Chicago, Ill. 60606.

Concerned with international marketing facts and the impact of government policy on the field. Scholarly articles suggest improved theories and techniques, examining the ethical and historical facets of marketing. Special sections give information on current marketing questions, leaders in marketing, and legal developments and abstracts. All material is presented in an extremely well-written and interesting manner. An important item for large public and academic business collections.

Journal of Marketing Research. 1964. q. $18. Ralph Day. Amer. Marketing Assn., 230 N. Michigan Ave., Chicago, Ill. 60601.

Offers sophisticated papers describing the latest marketing research. It is considerably more technical than its sister publication, Journal of Marketing, and readers must be versed in research methods as well as marketing principles. The contributions discuss new methods of research, systems of evaluation, and comparisons of marketing and research methods. Also included are studies of current trends, review articles on marketing research, and experiments in social psychology and other behavioral sciences relating to marketing. For graduate-level collections.

Journal of Purchasing and Materials Management (Formerly: Journal of Purchasing). 1965. q. $8. Paul V. Farrell, National Assn. of Purchasing Agents, 11 Park Pl., New York, N. Y. 10007.

Presents about six scholarly articles from the fields of business, statistics, economics, engineering, and behavioral science that relate to purchasing or management. Articles range from philosophies to theories, from economic issues to legal or social issues. Essential for graduate-

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level collections.

Journal of Retailing. 1925.
q. $10. Sallie W. Sewll. New
York Univ., Inst. of Retail Management, 202 Tisch Hall, Washington
Sq., New York, N. Y. 10003.

The Journal of Retailing is directed at those engaged in the study of retailing practices in the United States. Scholarly articles analyze retailing practices, market trends, legislation, and also report research developments. Material is of interest to students and teachers of retailing, as well as administrators of chain and franchise enterprises. An intelligent layperson also would be able to gain useful insights into retailing practices. Some recent topics: an analysis of the teen-age market; the service contract vs. the warranty; price variations for prescription drugs; and public trust in retailing. Empirical research is accompanied by easily understood graphs and tables. Special issues devoted to single topics, e.g., consumerism, store image, and international retailing, are available to nonsubscribers for $5 per copy. Recommended for academic, business, and large public libraries.

Madison Avenue. 1958. m. $20.
Jenny Greenberg. Madison Ave.
Magazine, 750 Third Ave., New York,
N. Y. 10017.

A 100-page slick glossy given over to New York-based advertising. With about half of each issue taken up by ads, the remaining features and short reports zero in on a specific aspect of the business, such as liquor advertising, imported car ads, changing formats of newspapers, radio as a productive medium, etc. Also included are the usual news, notes, personalia, and gossip of the Avenue. A good and well-known trade publication in the field.

Marketing. 1908. w. $15.
Colin Muncie. Maclean-Hunter Ltd.,
481 University Ave., Toronto,
Ont. M5W 1A7, Canada

Marketing provides weekly news coverage of the Canadian advertising world, presented as a collage of short and slightly longer efforts with catchy headlines and to-the-point contents. A must for anyone interested in the Canadian scene. (There's a British magazine by the same title, so don't get confused.)

Marketing. 1923. m. Membership
(Nonmembers, £12). Michael Rines.
Haymarket Pub., Ltd., Regent House,
54-62 Regent St., London W1A 4YS,
England.

The official journal of the United Kingdom Institute of Marketing - and not to be confused with journals of the same name coming from Brazil and Canada. It has several purposes: "to promote the adoption of the marketing concept; to improve knowledge of marketing techniques; and to provide news of important marketing events." An average issue features six to seven articles and a number of departments. This monthly is particularly impressive because of its clarity of expression and attractive format. A useful addition for larger public and academic business collections.

Public Relations Journal; a journal
of opinion in the field of public
relations practice. 1945. m. $12.
Leo J. Northart. Public Relations
Soc. of Amer., Inc., 845 Third Ave.,
New York, N. Y. 10022.

Deals with the wider aspects, trends, and policies of public relations in all fields. Articles, written by active businesspeople, are timely and literate, containing few statistics and charts. Problems in all areas are discussed and possible solutions offered. Most of the articles are specific, exemplified by actual cases rather than theoretical studies. National agencies, federal regulations, and current news are given in a regular feature. Other material includes reports of new products and news of conferences and symposiums. An important opinion journal for most good collections.

Public Relations Quarterly. 1957.
q. $12. Howard P. Hudson and
Mart E. Hudson. 2626 Pennsylvania
Ave. N. W., Washington, D. C. 20037.

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Incorporates International Public Relations Reviews. Each issue includes not only pragmatic examples of successful public relations, but contributions from teachers, sociologists, and psychologists on various methods of winning (or losing) public approval. Much of the material is of value to students of the behavioral sciences. Good book reviews and features on current trends, programs, and the like. A semischolarly periodical in the field.

Purchasing. 1915. fortn. Controlled circ. Robert C. Haavind. Cahners Pub. Co., 221 Columbus Ave., Boston, Mass. 02116.

"This news magazine for industrial buyers" features special issues on distributors, transportation, etc. Regular departments cover market trends, purchasing ideas, and Washington reports, among others. Essential for industrial purchasing agents.

Purchasing World. 1953. w. $25; free to qualified personnel. John F. O'Connor. Technical Pub. Co., 35 Mason St., Greenwich, Conn. 06883.

Formerly: Purchasing Week. One of the chief news vehicles in the field. Features cover effective purchasing principles [illegible] methods, new products, and the anc[illegible]ry fields that affect purchasing programs, e.g., transportation. A large number of departments supply the usual news and reviews of products and services. Recommended for most purchasing collections.

Sales and Marketing Management; the magazine of marketing. 1918. bi-w. $18. Ed. bd. Sales Management, Inc., 633 Third Ave., New York, N. Y. 10017.

Formerly: Sales Management. Offers information on all phases of the marketing process. Unsurpassed in its field, it concentrates on strategies and tactics of marketing, including research and evaluation of markets for products and services, operations involved in bringing them consumers, and the building of effective sales teams. Most of the articles are short reports of developments in business and selling, or descriptions of individual campaigns, selling techniques, and the use of media. Of particular note is the annual service issue, Survey of Buying Power, which reports the current estimated figures in buying power. Definitions, descriptions, sources, methods, and application of the data are also supplied, enabling readers to use the facts for their specific needs. Although specialized, it will be useful in most public and academic libraries.

Visual Merchandising. 1922. m. $10. Richard Faust. Signs of the Times Pub. Co., 407 Gilbert Ave., Cincinnati, Ohio 45202.

Formerly: Display World. Strictly an industry publication, it discusses aspects of visual merchandising, such as lighting, display stands, mannequins, and space utilization. Articles concentrate on design ideas that are aesthetically innovative and that elicit maximum sales response. Most articles are somewhat technical and are designed for readers well versed in various aspects of display productions. Regular departments illustrate technique and arrangements; there are numerous photos, mostly black and white.

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The following listings were taken from: Vakes, N., and Akey, D., (Eds.) Encyclopedia of Associations. Detroit: Gale Research Co., 1977.

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